

ARCHIE
SERIES



APPROVED
BY THE
COMICS
CODE
AUTHORITY

12¢

MAC

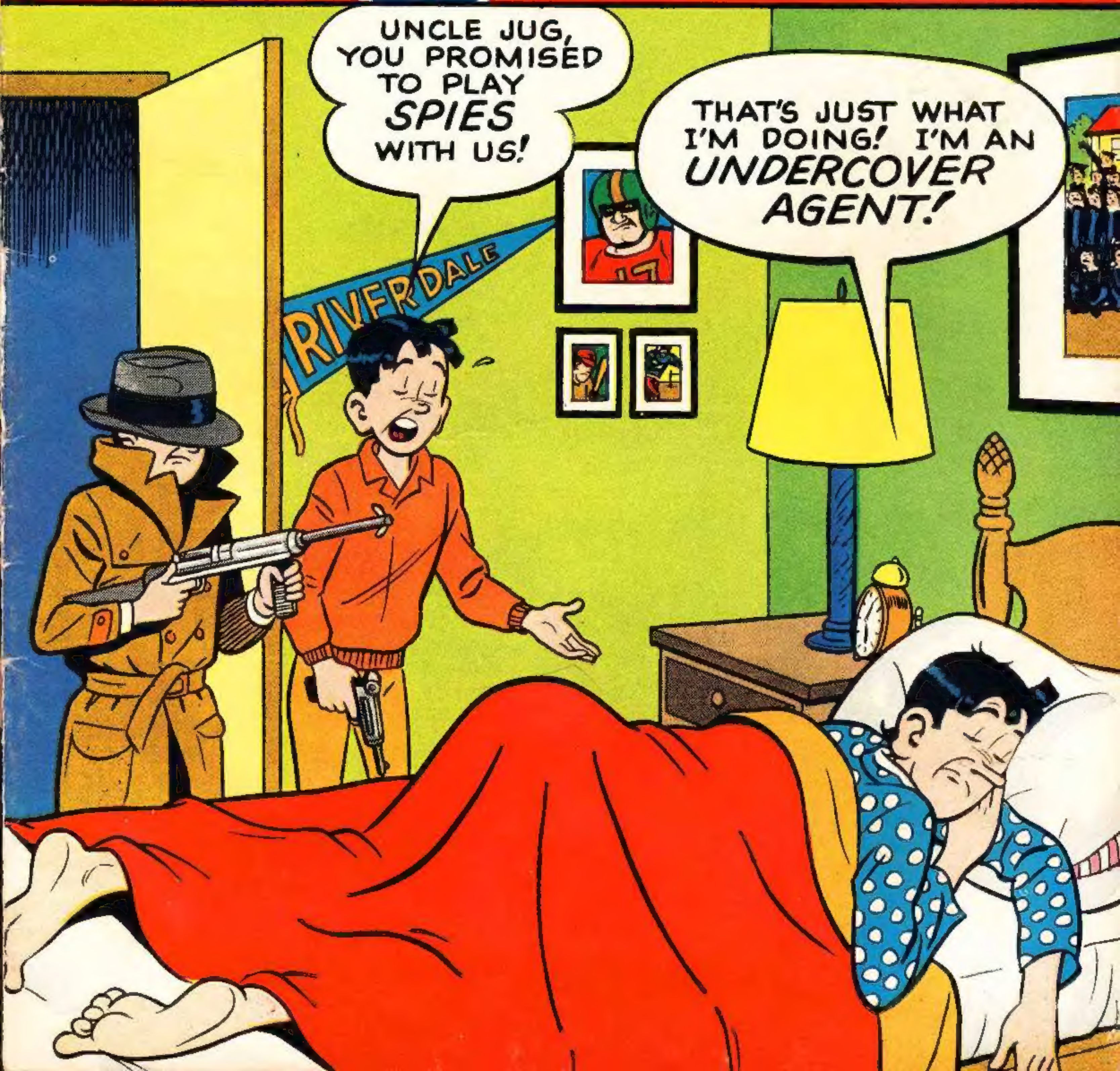
MAR.

NO.
130

Jughead

UNCLE JUG,
YOU PROMISED
TO PLAY
SPIES
WITH US!

THAT'S JUST WHAT
I'M DOING! I'M AN
UNDERCOVER
AGENT!



DO YOU NEED EXTRA MONEY?

It costs you nothing to try

\$100.00 IS YOURS

for selling only 100 boxes of our Parchment Magic All Occasion assortment. You make \$1.00 for selling 1 box, \$2.00 for 2 boxes, \$10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time.

Everyone needs and buys Greeting Cards.

Cut out Business Reply Card below — mail it today — and free samples of personalized stationery — plus other leading Greeting Card box assortments will be sent you immediately on approval for 30 day free trial. You get everything you need to start making money the day your sales kit arrives. No experience necessary.

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150—\$250—\$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year.



PRETTY PASTELS
ALL OCCASION
ASSORTMENT
21 distinctive
cards of
rare beauty.
Tremendous
appeal

**PARCHMENT
MAGIC**
ALL OCCASION
ASSORTMENT
21 really
deluxe cards.
Excitingly
different

**DELUXE EVERYDAY
GIFT WRAPPING ENSEMBLE**
20 large colorful sheets
plus matching tags.
Terrific value

**GOLDEN OAK
STATIONERY ENSEMBLE**
Charming design on rich
vellum sheets and notes,
matching envelopes.
Just lovely

Fill in Name And Address On Reply Card Below—CUT OUT AND MAIL TODAY—No Stamp Necessary

FROM:

Your Name _____

Address _____

_____ Apt. No. _____

City _____ State _____ Zip Code _____

FIRST CLASS

PERMIT No. 589

White Plains, New York

**FREE
SAMPLES**
PERSONALIZED
STATIONERY
and CATALOG OF
OUR ENTIRE LINE

**CUT OUT
BUSINESS REPLY CARD
AT RIGHT
FILL IN AND MAIL TODAY
No Stamp Necessary**

Cut Along Dotted Line — Mail Today

**CHEERFUL CARD CO., Dept. N-1
White Plains, New York 10606**

Dept. N-1

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

CHEERFUL CARD COMPANY

20 Bank Street

White Plains, New York 10606



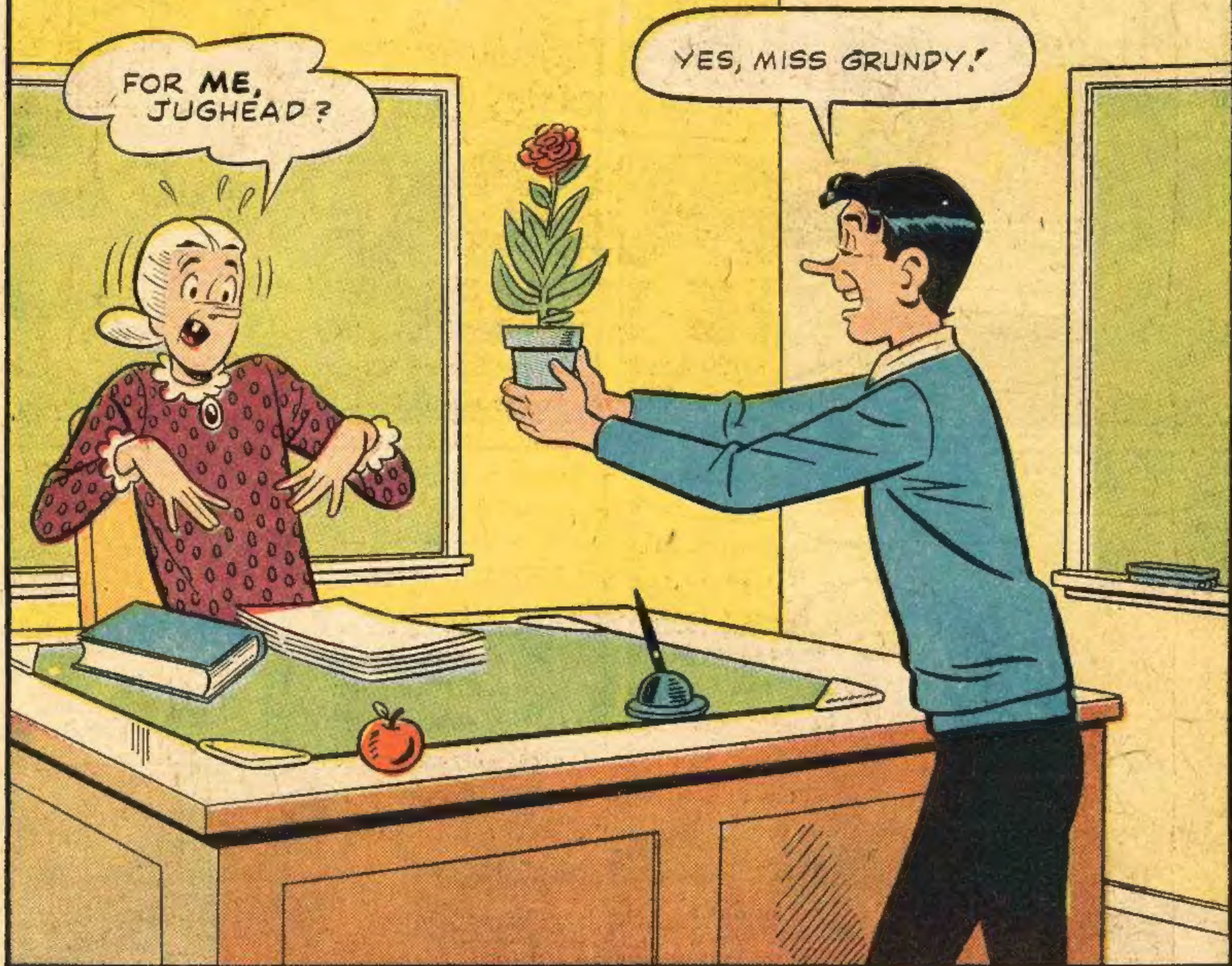
Jughead

IN

"PAYOLA!"

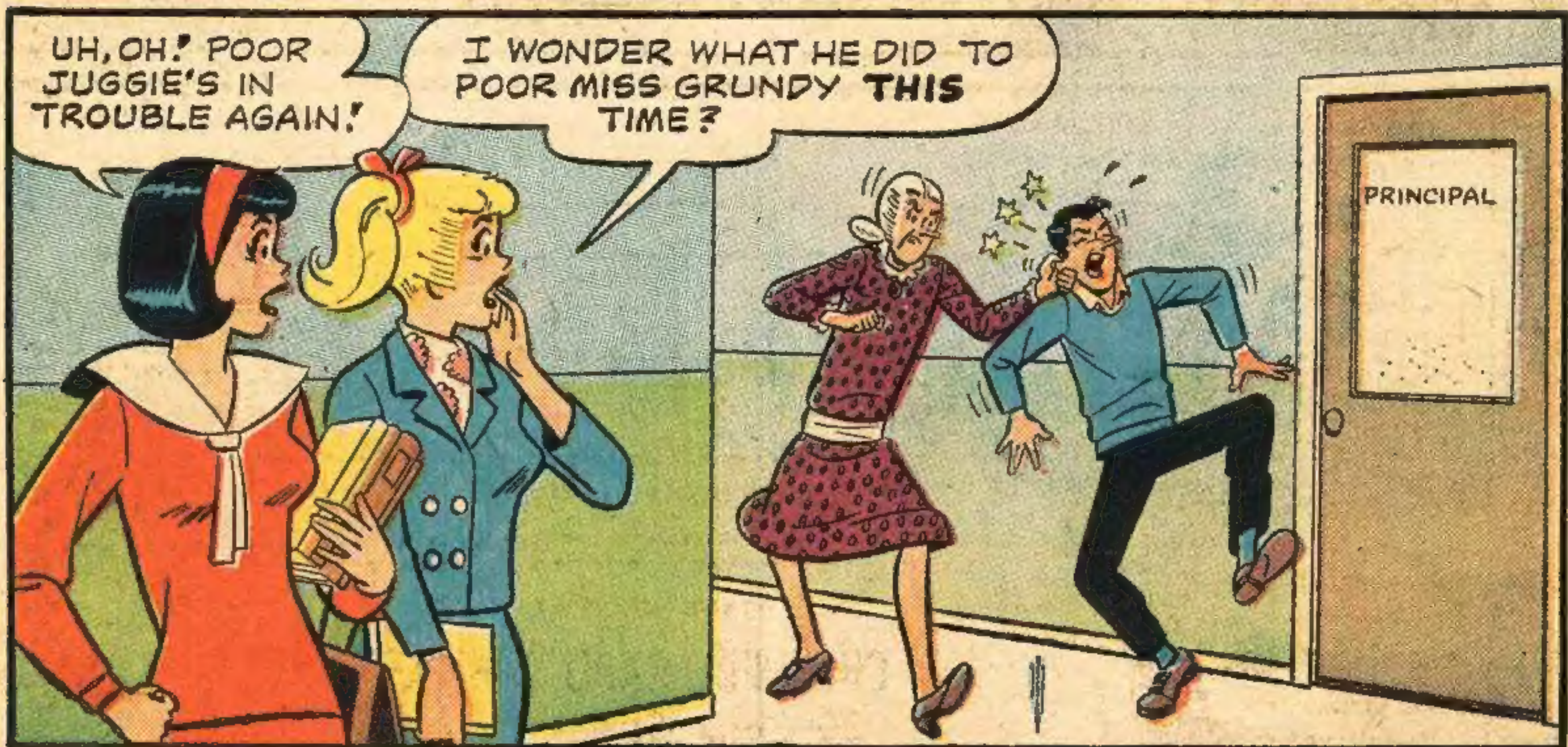
FOR ME,
JUGHEAD?

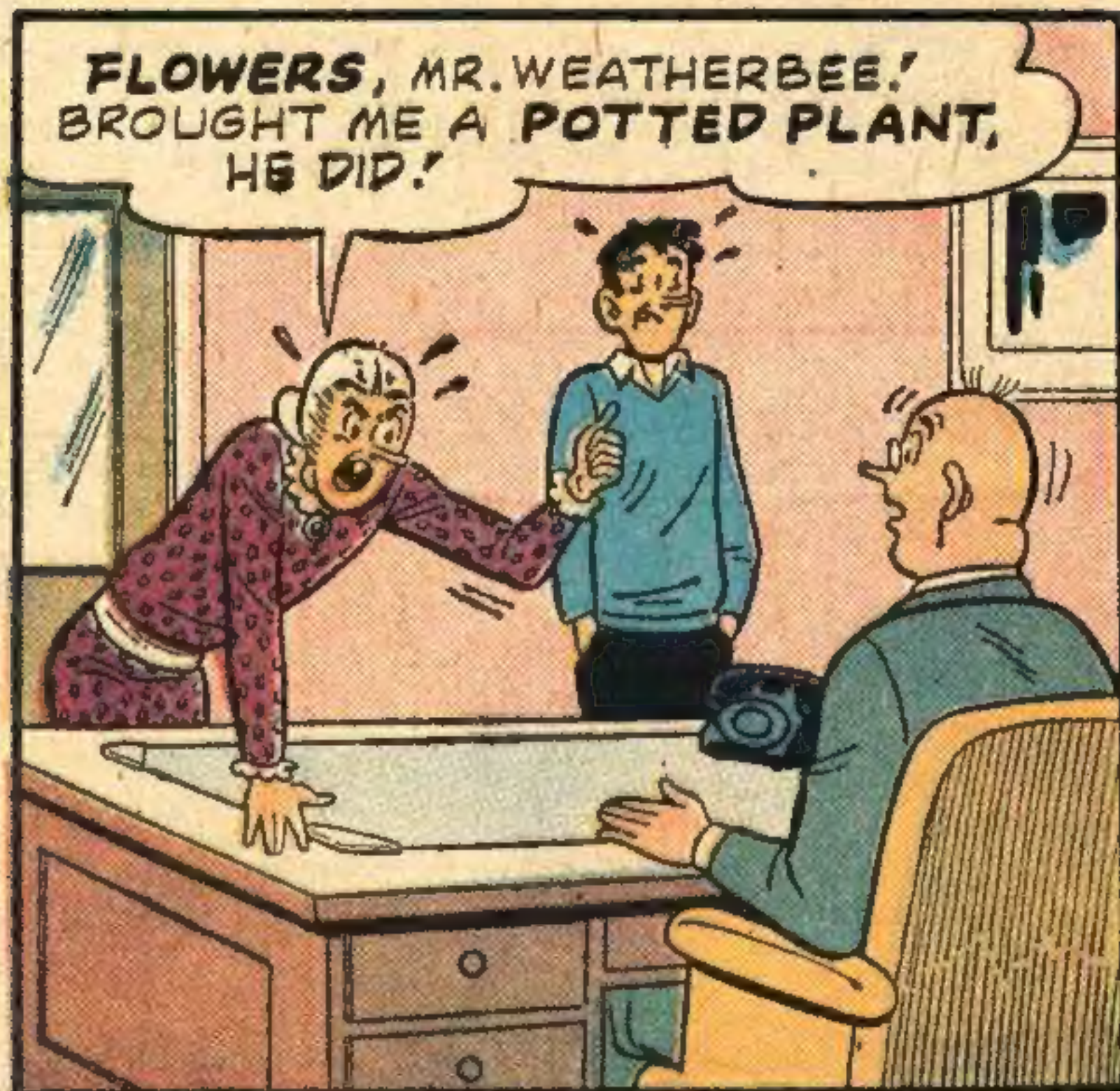
YES, MISS GRUNDY!

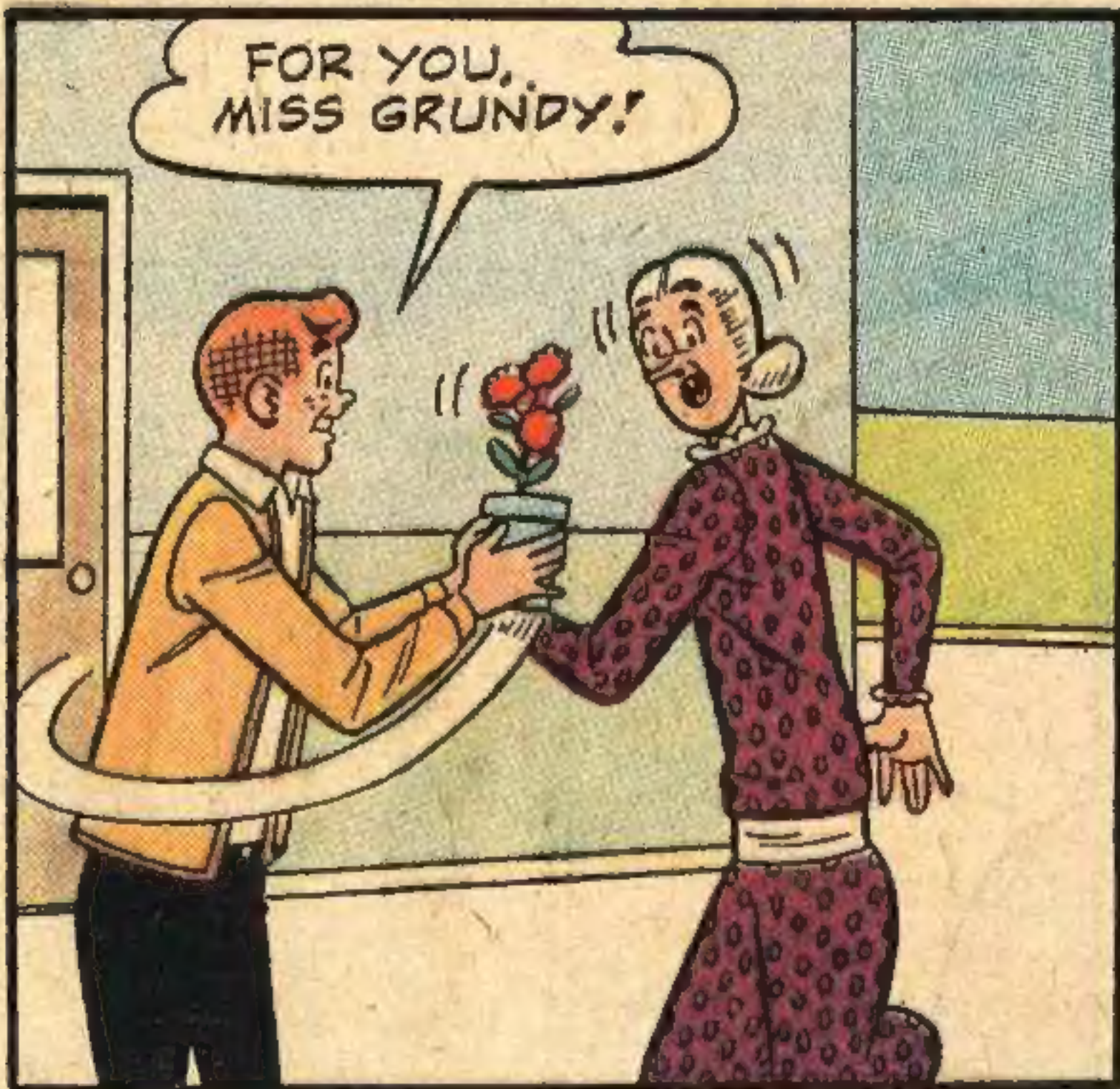


UH, OH! POOR
JUGGIE'S IN
TROUBLE AGAIN!

I WONDER WHAT HE DID TO
POOR MISS GRUNDY **THIS**
TIME?



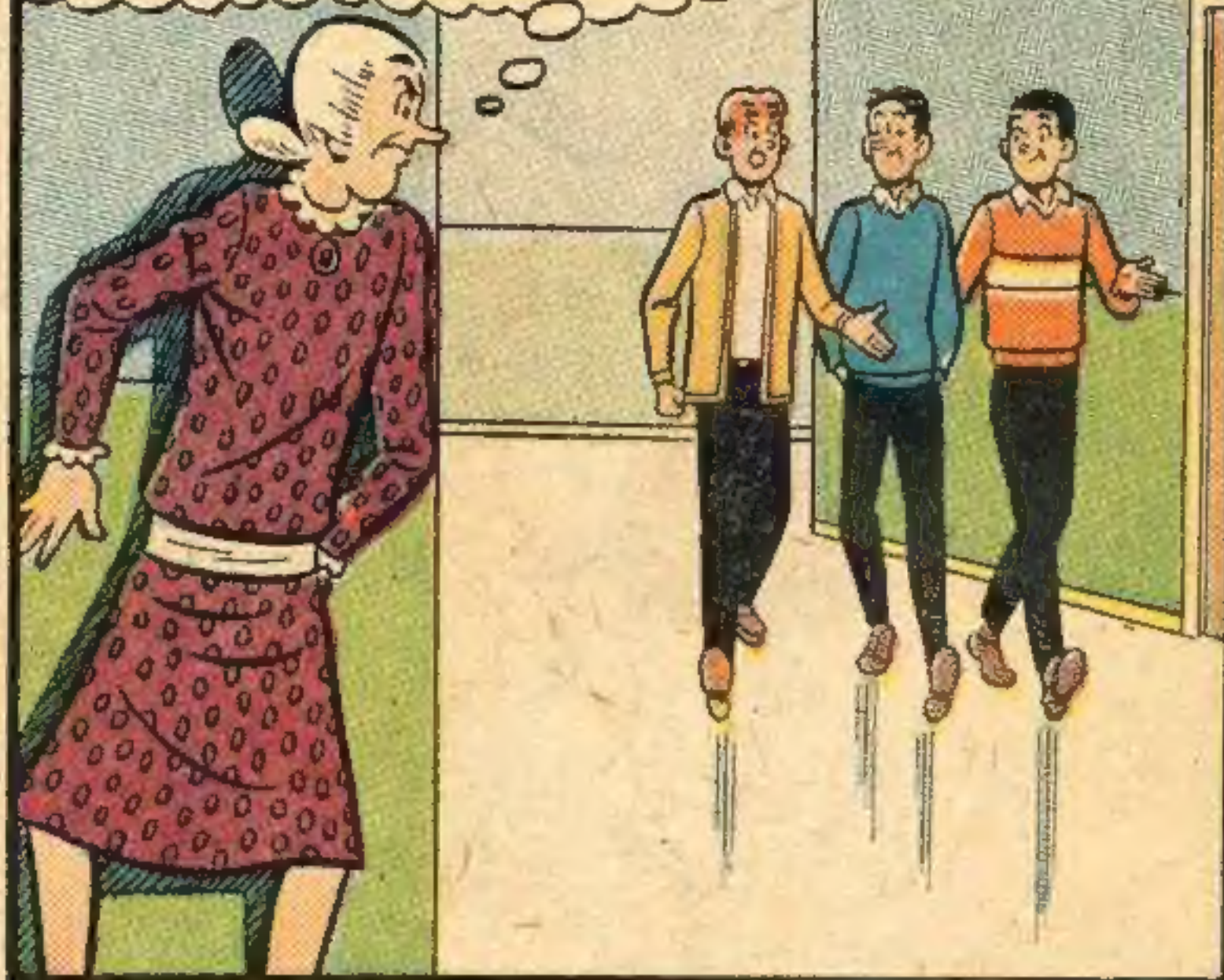




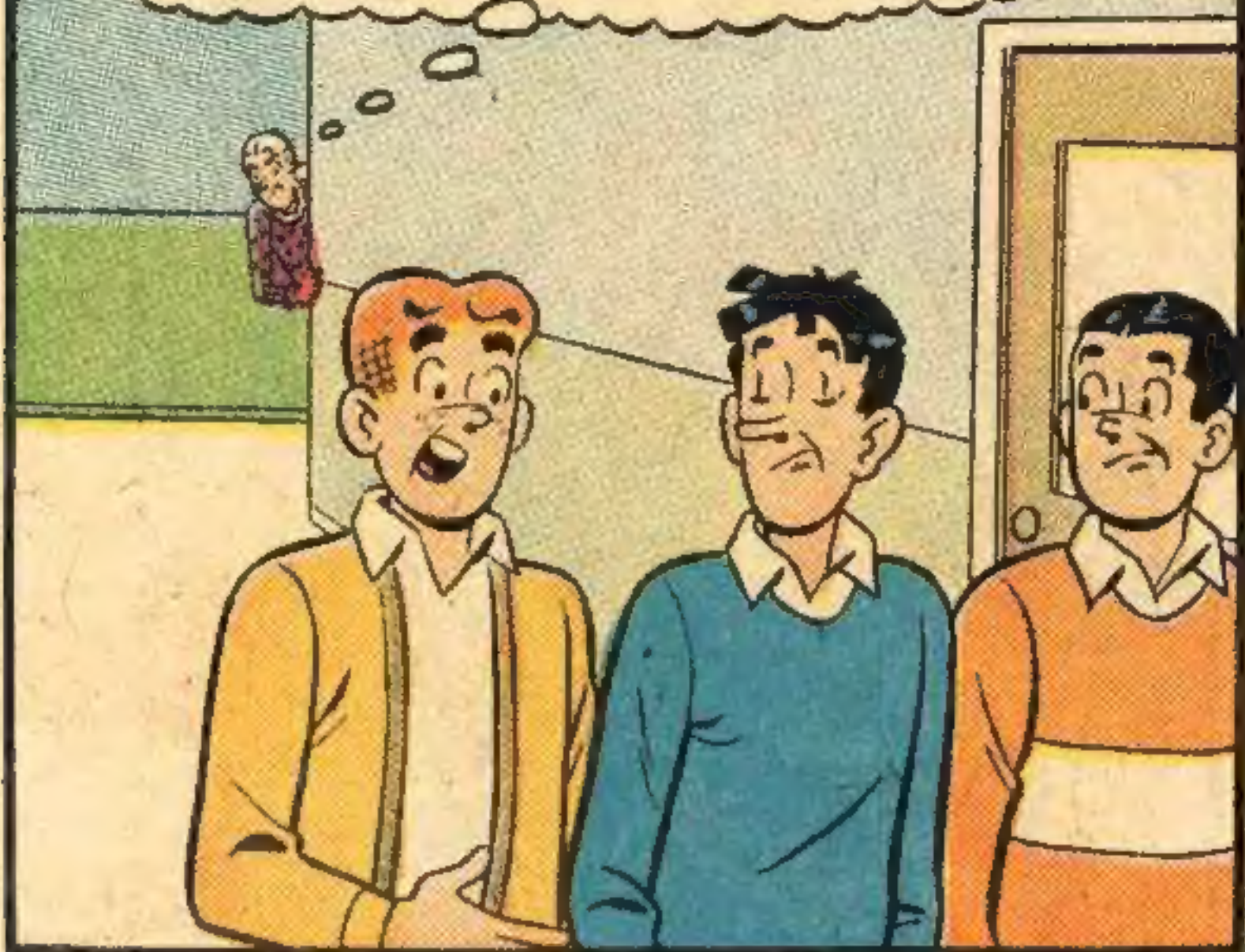
YOU'VE GOT TO WATCH
YOURSELF EVERY MINUTE
WITH THESE CHARACTERS!



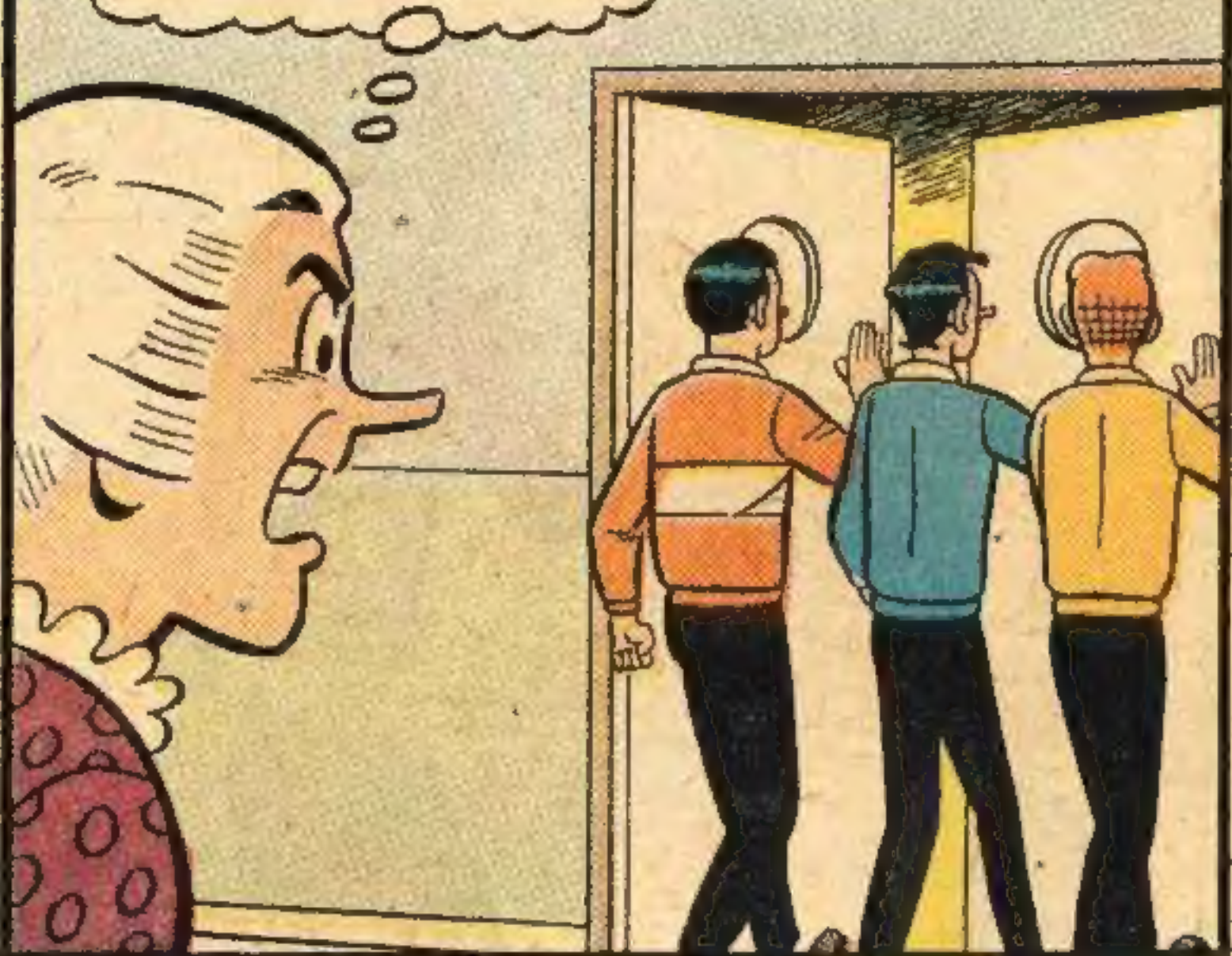
THEY DON'T HAND OUT
GIFTS FOR NOTHING! OH,
HO! NOT THEM!



I'LL JUST KEEP AN EYE ON
THEM UNTIL I FIND OUT
WHAT THEY'RE UP TO!



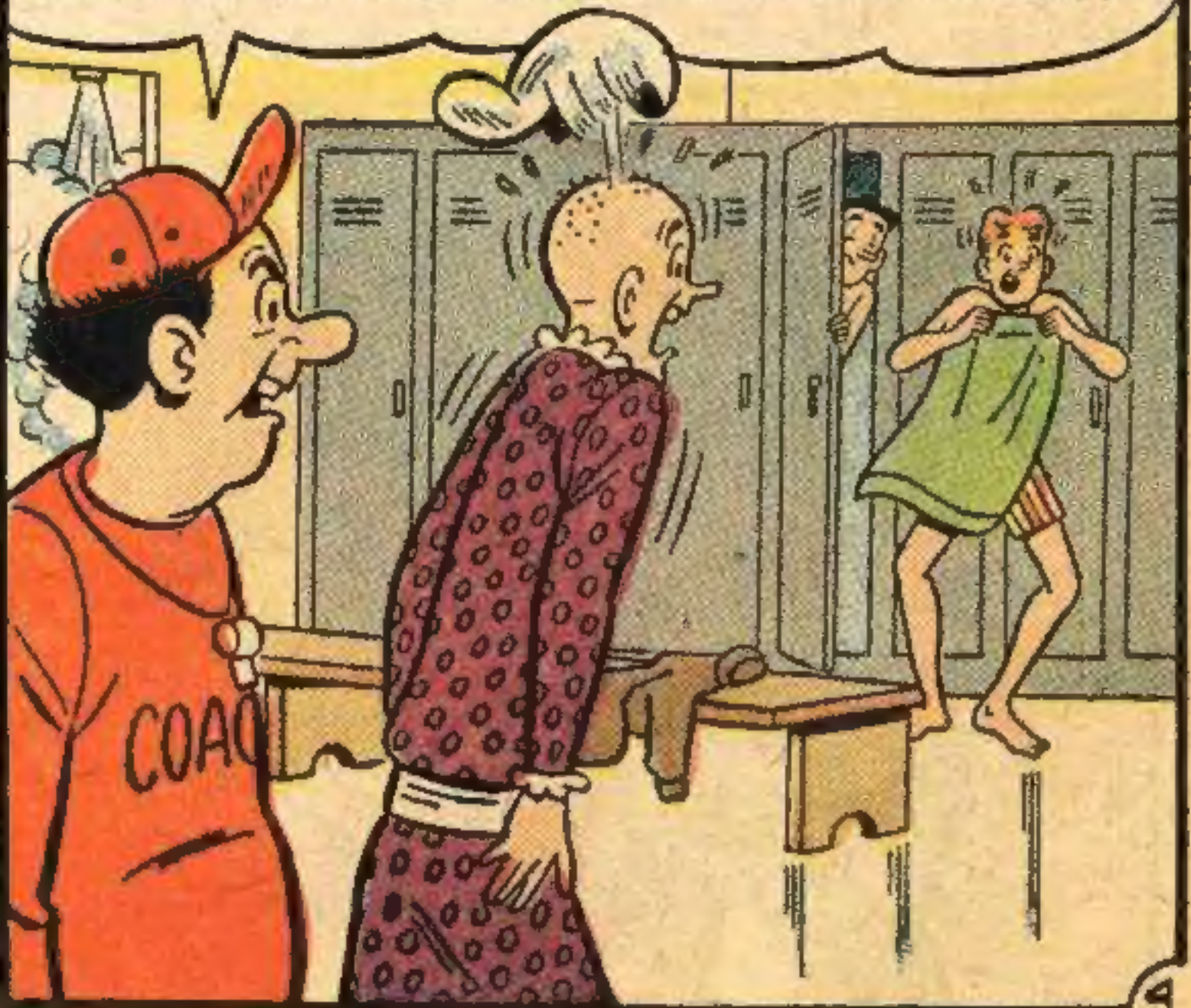
AHA! IT LOOKS LIKE THEY'RE
HOLDING A MEETING OF
SOME SORT!

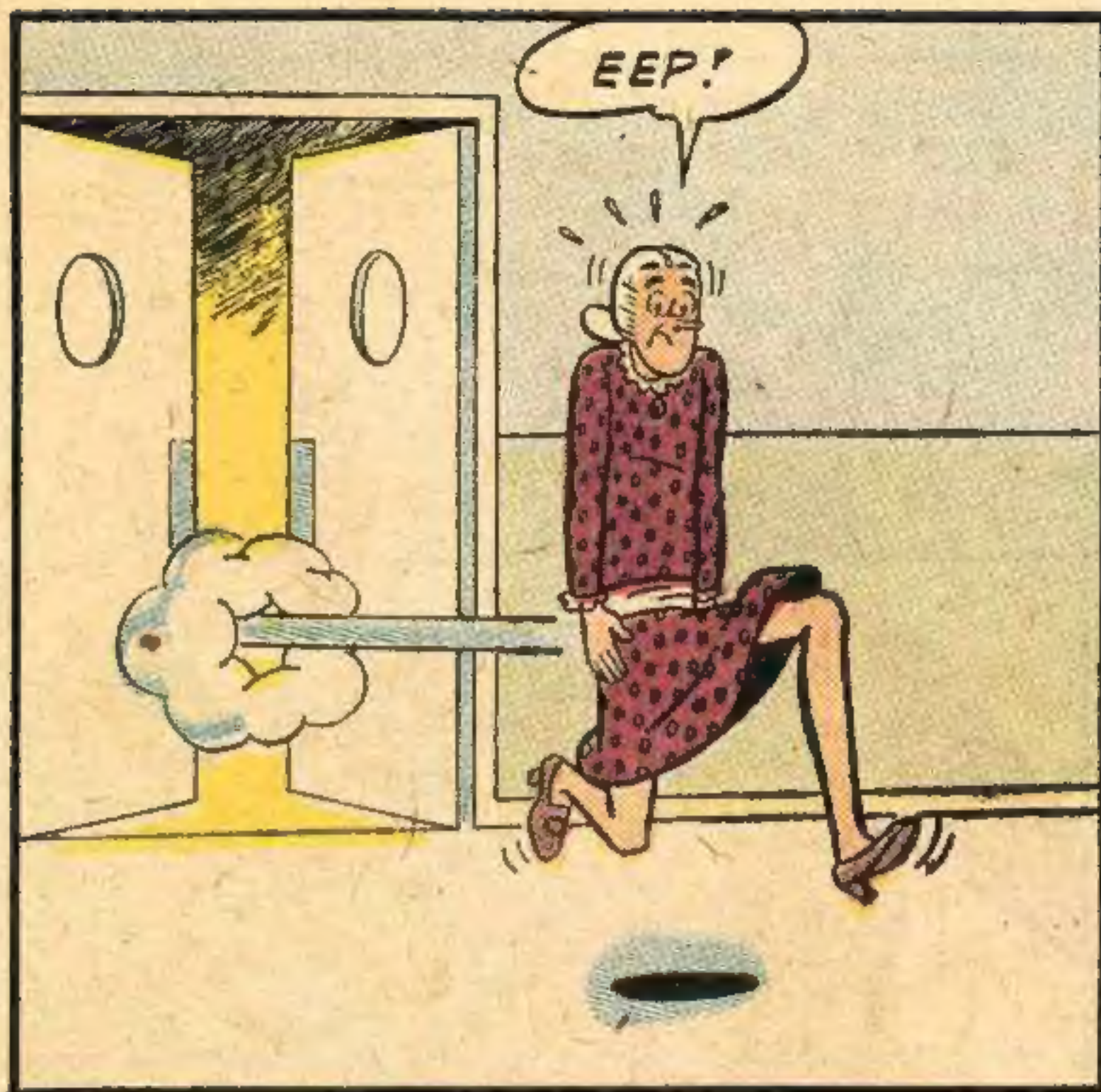


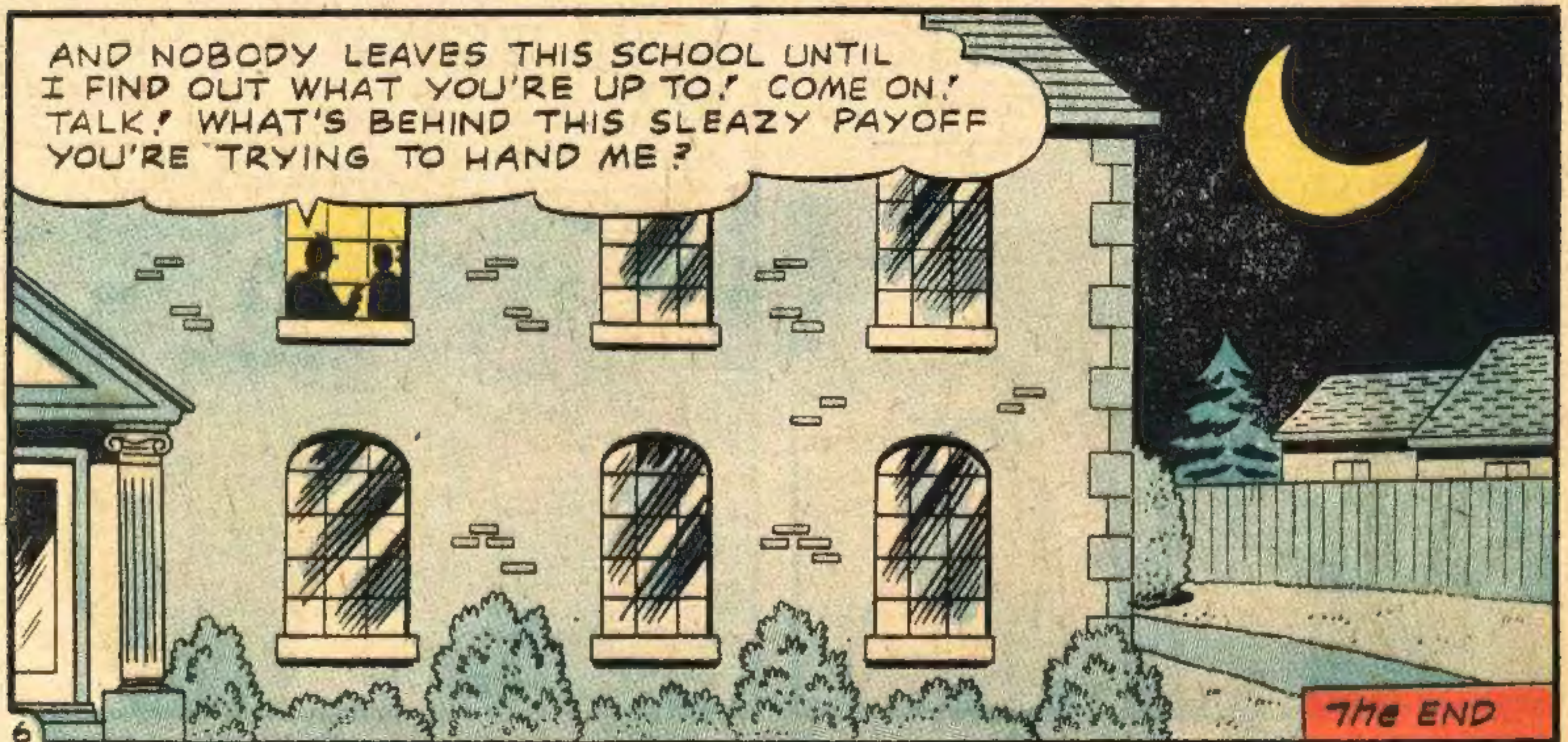
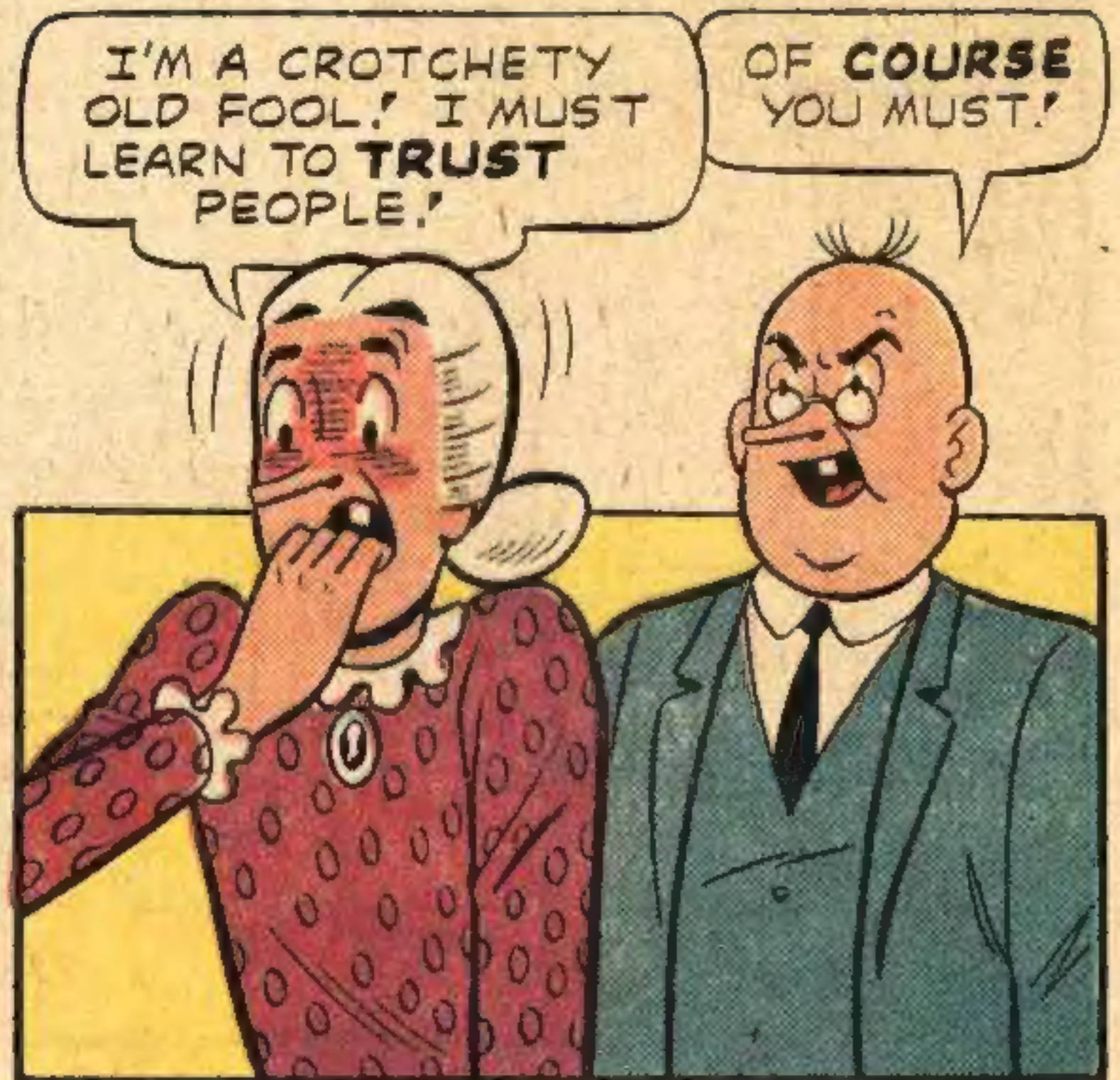
WELL, LITTLE OL' EAGLE-EYE
GRUNDY IS NOT GOING TO
MISS A TRICK!



MISS GRUNDY!! WHAT ARE YOU
DOING IN THE BOYS LOCKER ROOM?







EXCLUSIVE FUN PRODUCTS BY MAIL



CYCLE PUTTER

Really dress up your BIKE. Sounds just like a Motor Bike. Made of heavy plastic and steel. No. 8023 Only 39c



SQUIRT FLOWER

When your friend tries to smell it all he'll get is a face full of water. Comes complete with long rubber hose and bulb. No. 3013... Only 25c



TRICK BASEBALL

It bounces cockeyed, it curves, it dips, it's impossible to catch. It's sure to set all the kids on the block chasing after it. There's a barrel of fun in every bounce of this amazing baseball. No. 4020 50c



PRANKSTER WHISTLE

Greatest gag in years. Just place inside any tail-pipe and watch the fun. As soon as he starts the car it will sound as if the whole motor fell out. It's a panic, but completely harmless. No. 7021 75c



SPIDER RING

This jumbo Rubber Spider with moving eyes comes attached to an adjustable metal ring and is sure to scare everybody. Large size 4 1/2" x 4 1/2". Made of flexible rubber. No. 4006... Only 45c



WHOOPS

Looks like someone lost their lunch. Place it on the floor and wait for your first unsuspecting victim to walk in—ugh. Better catch him before he faints. No. 9016 Only 75c



LOUD NOSE BLOWER

Blow your nose and it will sound like the roof caved in. Fits right in your handkerchief out of sight. No. 6018 only 20c



PEPPER GUM

Hi Pal, have a piece of gum. Once he starts chewing you better have a glass of water ready. Completely harmless but a million laughs. No. 5008... 15c



JIU-JITSU



This is one of the most popular

books on the art of self defense. Now you needn't back away from anyone. Many illustrations show you how to defend yourself from bullies. We also include "FREE" a book on strong man stunts. No. 4003... Only \$1.00



JOY BUZZER

Shake hands and watch your friend jump 6 feet high. Completely harmless. No. 7005... 50c



MINIATURE SECRET CAMERA

Precision camera so small, it fits in cigarette pack. Weighs 2 1/2 ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film. \$1.00

6 Rolls Film 79c



WHOOPEE CUSHION

Place this under any cushion. Gives out a loud Bronx Cheer. Very embarrassing but loads of laughs. No. 8010

Only 50c



SURPRISE PACKAGE

If you are willing to take a chance, we guarantee you more than your money's worth, filled with surprises. No. 8002... 50c

GROW LIVE MONSTERS!



ONLY \$1.00

GROW LIVE MONSTERS

SCARIEST LIVING Sensation of the century. 2 Monsters in full colour. Comes complete with space astronarium and full accessory kit. Will grow green monster hair right before your eyes. Complete kit. No. 8001

Only \$1.00



SILVER SKULL RING

Heavy Mexican silver ring with the raised face of skull and inlayed red ruby eyes. Feels good and looks real impressive. Adds heft to your hands.

No. 3019 \$1.00



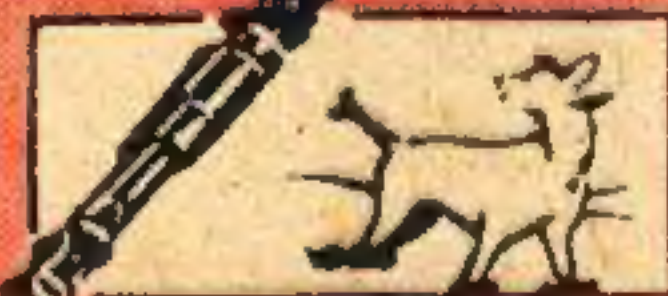
X-RAY-SPEX

A wonderful illusion to fool your buddies. Put them on, now is that really his skull you see inside his head? Prove to him you can see through anything. No. 7014 \$1.00



BIKE SPEEDOMETER

Now you can tell how fast you are going. Registers speeds up to 50 miles per hour. New built-in compass also shows in what direction you are travelling. Fits any bicycle. Attaches in seconds. No. 3017 only 75c



SILENT DOG WHISTLE

This whistle can not be heard by any human, but your pet will hear it blocks away. Everyone will be amazed when he comes running as soon as he hears his own private whistle. No. 1009 Only \$1.00

FLY IN ICE

A plastic ice cube that looks like the real thing, only with a fly inside. Just place this in someones drink when he isn't looking—ugh. No. 3011 Only 45c



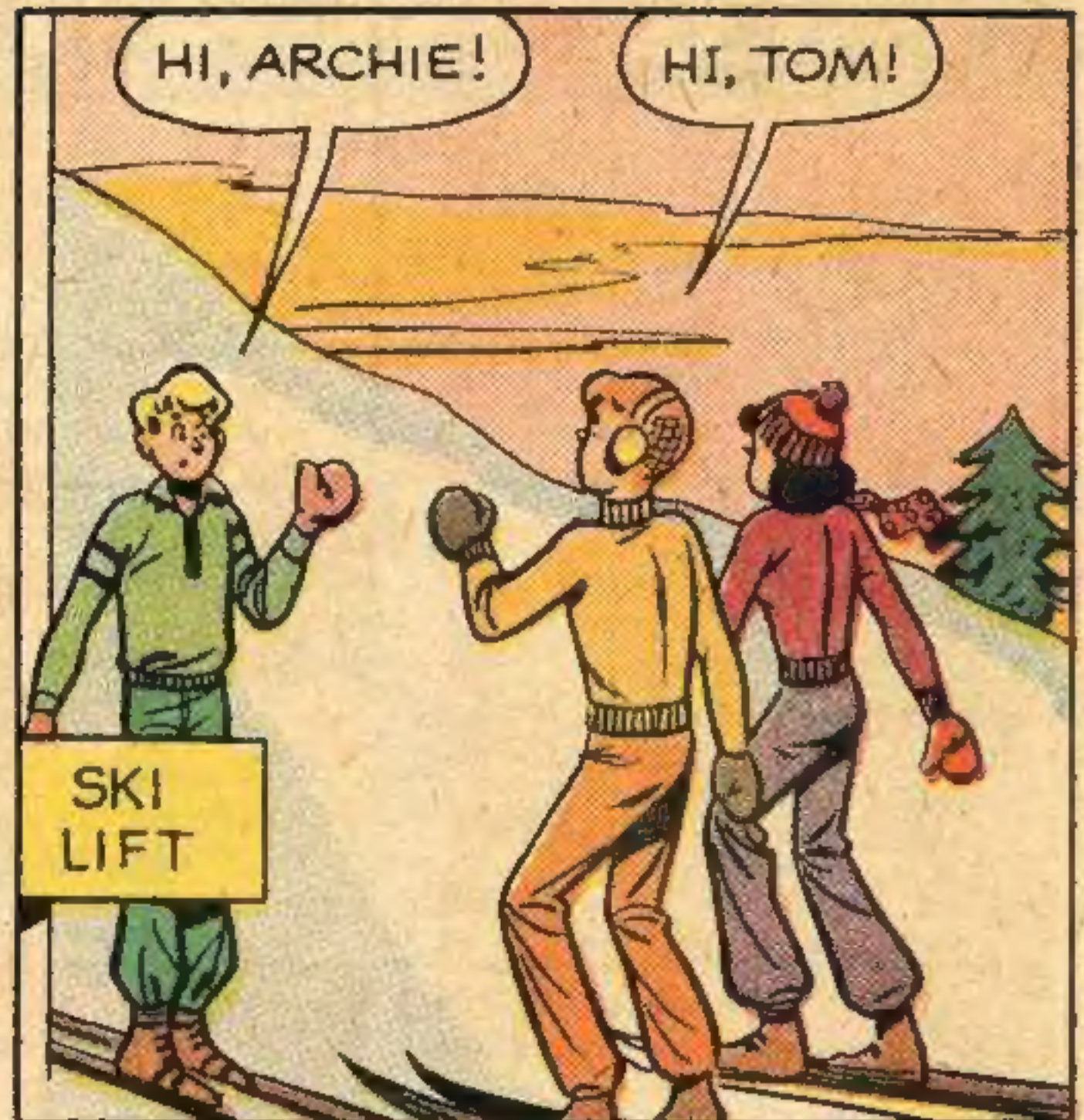
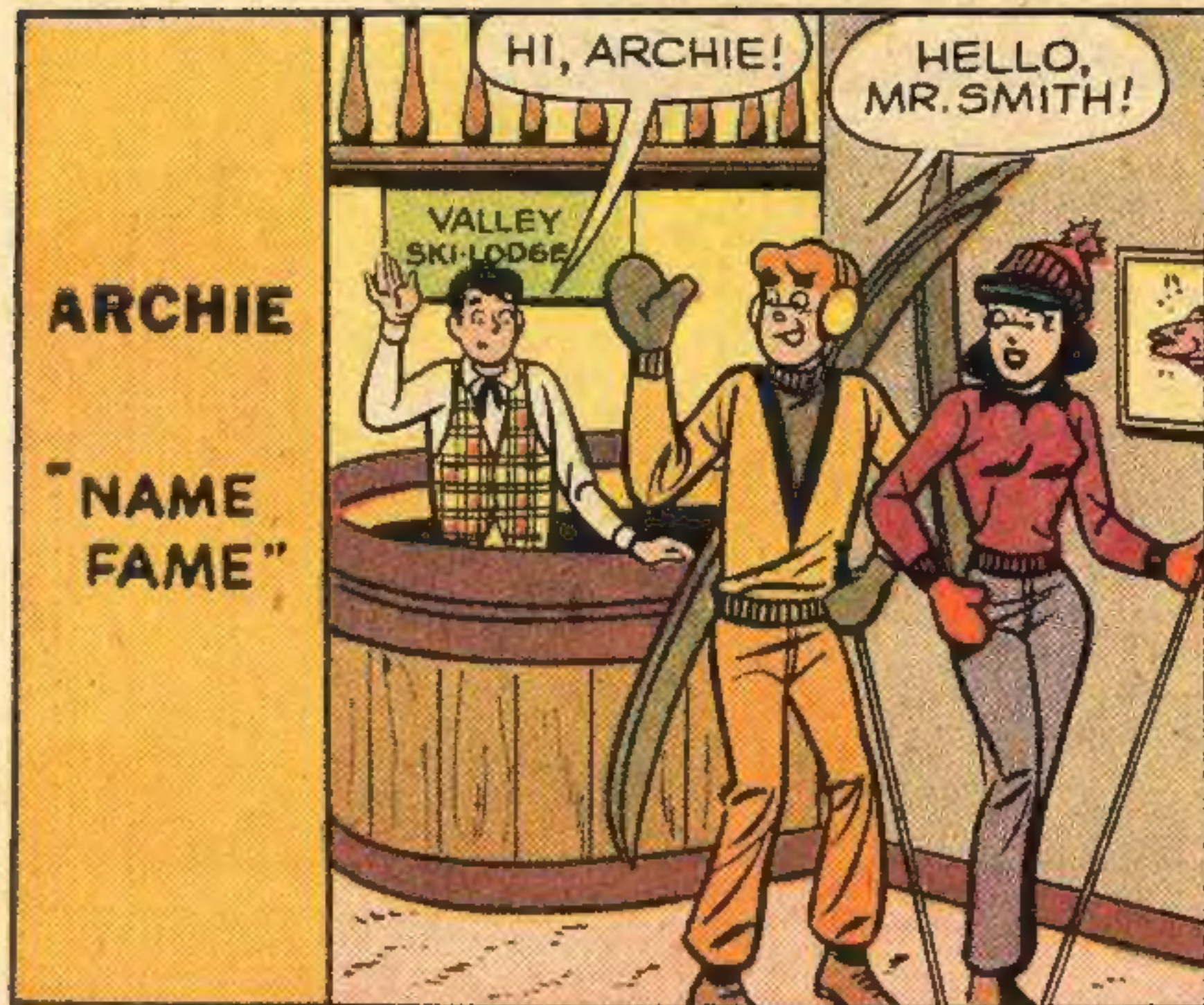
Elbarr Dist., Dept. GK21, Box 47, Northridge, Calif. RUSH ME THE ITEMS LISTED BELOW. If I am not 100% delighted, I may return any part of my purchase after the 10 day free trial for full refund.

ITEM No.	NAME OF ITEM	HOW MANY	TOTAL PRICE

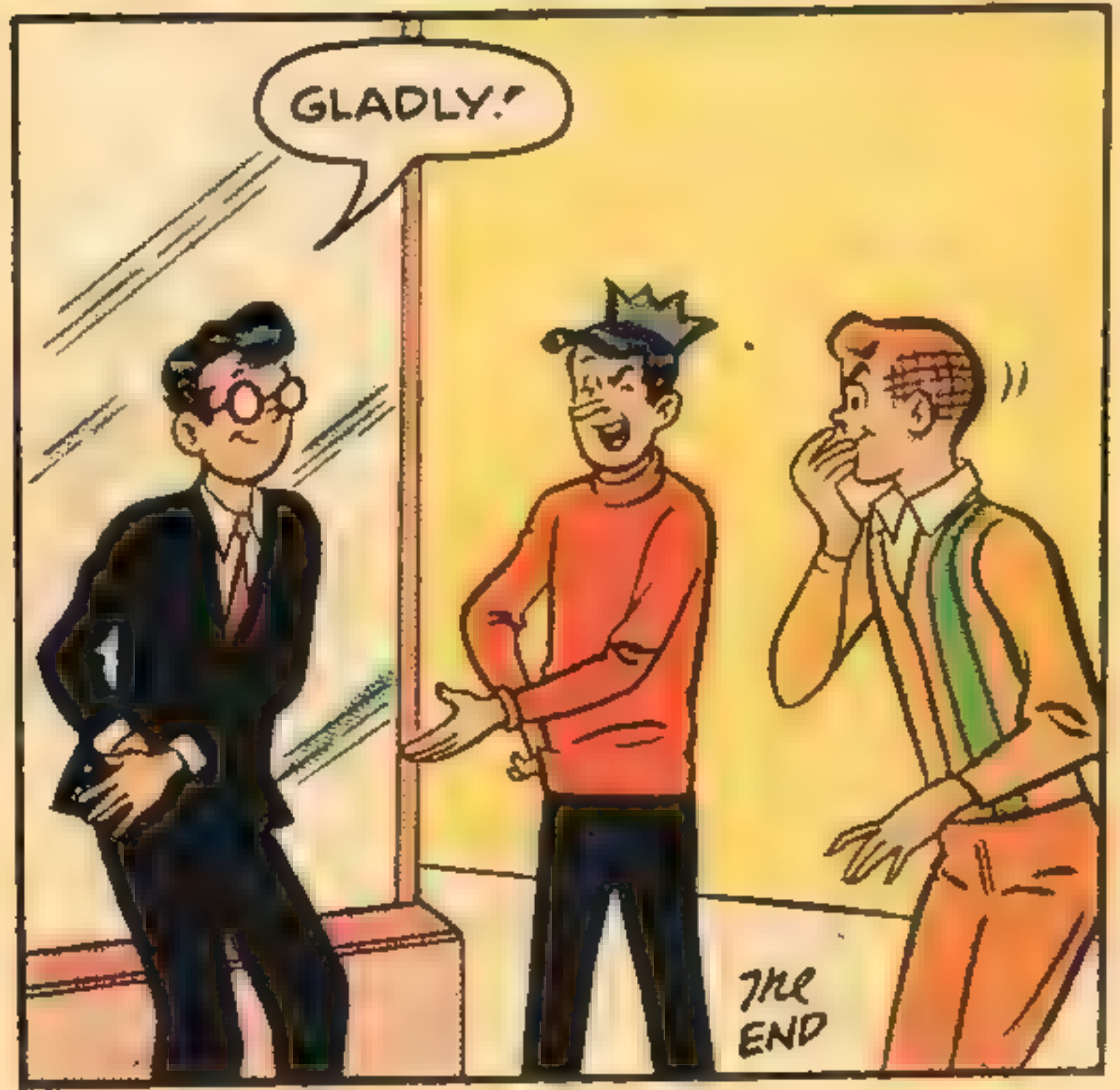
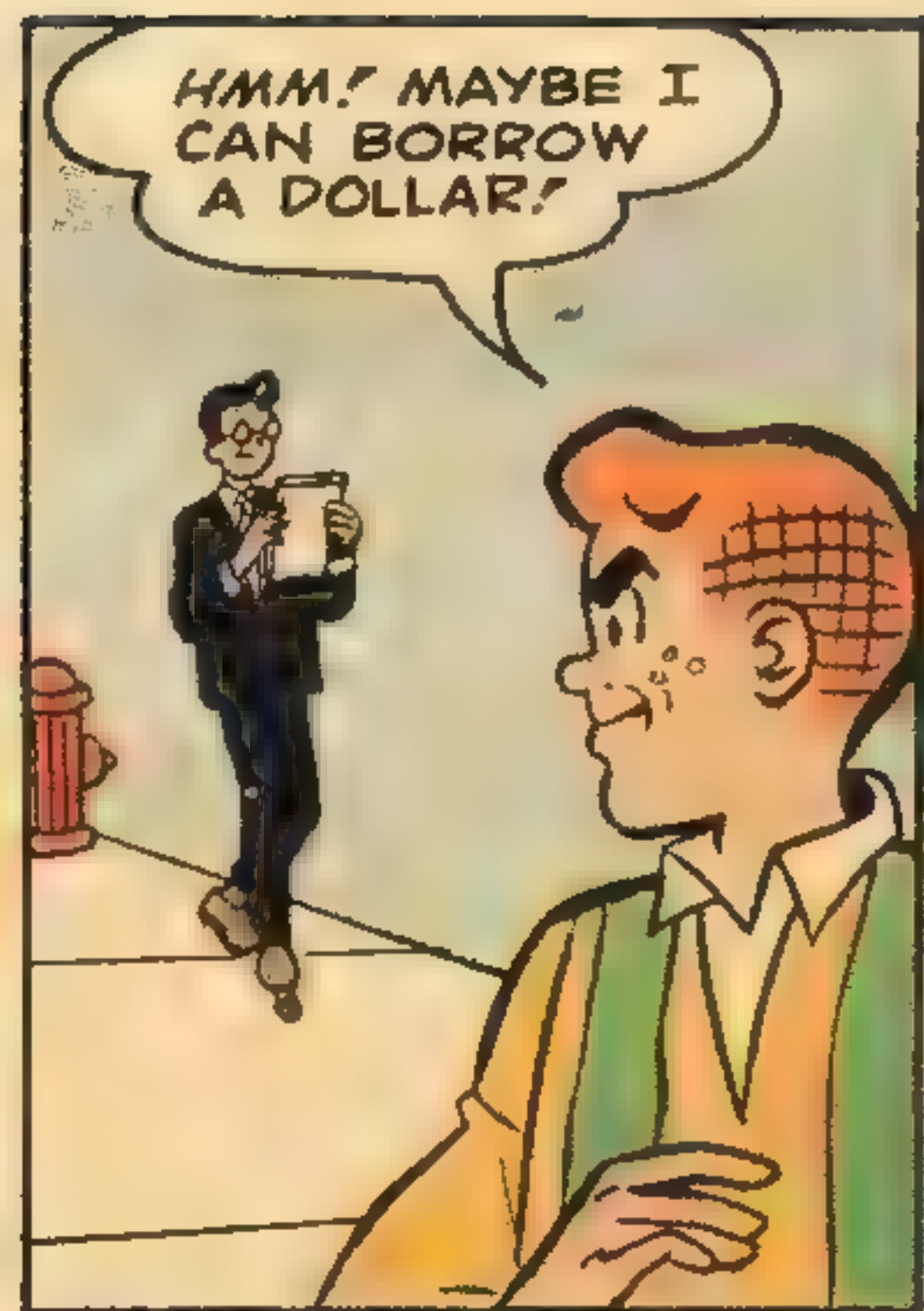
☐ I enclose plus 15c postage and shipping in cash, cheque or money order.

NAME

ADDRESS



JUGHEAD SLY TRY



An Amazing Invention—"Magic Art Reproducer"

DRAW ANY PERSON IN ONE MINUTE!

NO TALENT! NO LESSONS!

You Can Draw Your Family, Friends, Anything From REAL LIFE—Like An Artist . . . Even If You CAN'T DRAW A Straight Line!

Anyone Can Draw With This Amazing New Invention—Instantly!



ARTIST'S CONCEPTION

Complete for only **\$7.98** De Luxe Model—with extra high power, extra clear and sharp "reproducer" unit

A New Hobby Gives You a Brand New Interest!

Yes, anyone from 5 to 80 can draw or sketch or paint anything now . . . the very first time you use the "Magic Art Reproducer" like a professional artist—no matter how "hopeless" you think you are! An unlimited variety and amount of drawings can be made. Art is admired and respected by everyone. Most hobbies are expensive, but drawing costs very little, just some inexpensive paper, pencils, crayons, or paint. No costly upkeep, nothing to wear out, no parts to replace. It automatically reproduces anything you want to draw on any sheet of paper. Then easily and quickly follow the lines of the "picture image" with your pencil and you have an accurate original drawing that anyone would think an artist had done. No guesswork, no judging sizes and shapes! Reproduces black and white and actual colors for paintings. Also makes drawing larger or smaller as you wish. Anyone can use it on any desk, table, board, etc.—indoors or outdoors! Light and compact to be taken wherever you wish. No other lessons or practice or talent needed! You'll be proud to frame your original drawings for a more distinctive touch to your home. Give them to friends as gifts that are "different," appreciated.

Have fun! Be popular! Everyone will ask you to draw them. You'll be in demand! After a short time, you may find you can draw well without the "Magic Art Reproducer" because you have developed a "knack" and feeling artists have—which may lead to a good paying art career.

FREE! "Simple Secrets of Art Tricks of the Trade"

This valuable illustrated guide to yours Fifth & 21st order of "Magic Art Reproducer." Easy ABC art tricks that anyone can follow on different techniques, effects, proportions, perspectives, shading, color, animated cartoons, human figures to use with "Magic Art Reproducer" for added touches to your drawings.

SEND NO MONEY! Free 10-Day Trial!

Just mail coupon today. Pay postman on delivery \$1.98 plus postage. Or send only \$1.98 with order and we pay postage. You must be convinced that you can draw anything like an artist, or return merchandise after 10-day trial and your money will be refunded.

NORTON PRODUCTS, Dept. 357, 296 B'way, N.Y.C. 7.

Also Excellent For All Types of Drawings!

- HUMAN FIGURES
- OUTDOOR SCENES—LANDSCAPES, BUILDINGS
- STILL LIFE—VASES, BOWLS OF FRUIT, FLOWERS, LAMPS, FURNITURE, ALL OBJECTS
- COPY PHOTOS, OTHER PICTURES, COMICS, MAPS, BLUEPRINTS
- COPY FASHION DESIGNS—ALL OTHER DESIGNS, DECORATIONS
- PETS
- PERSONAL GREETING CARDS
- and many other uses



ARTIST'S CONCEPTION

FREE 10-DAY TRIAL COUPON
NORTON PRODUCTS, Dept. 357
296 Broadway, New York 7, N.Y.

Rush my "Magic Art Reproducer" plus FREE illustrated guide Simple Secrets of Art Tricks of the Trade. I will pay postman on delivery only \$1.98 plus postage. I must be convinced that I can draw anything like an artist, or I can return merchandise after 10-day trial and get my money back.

Name _____

Address _____

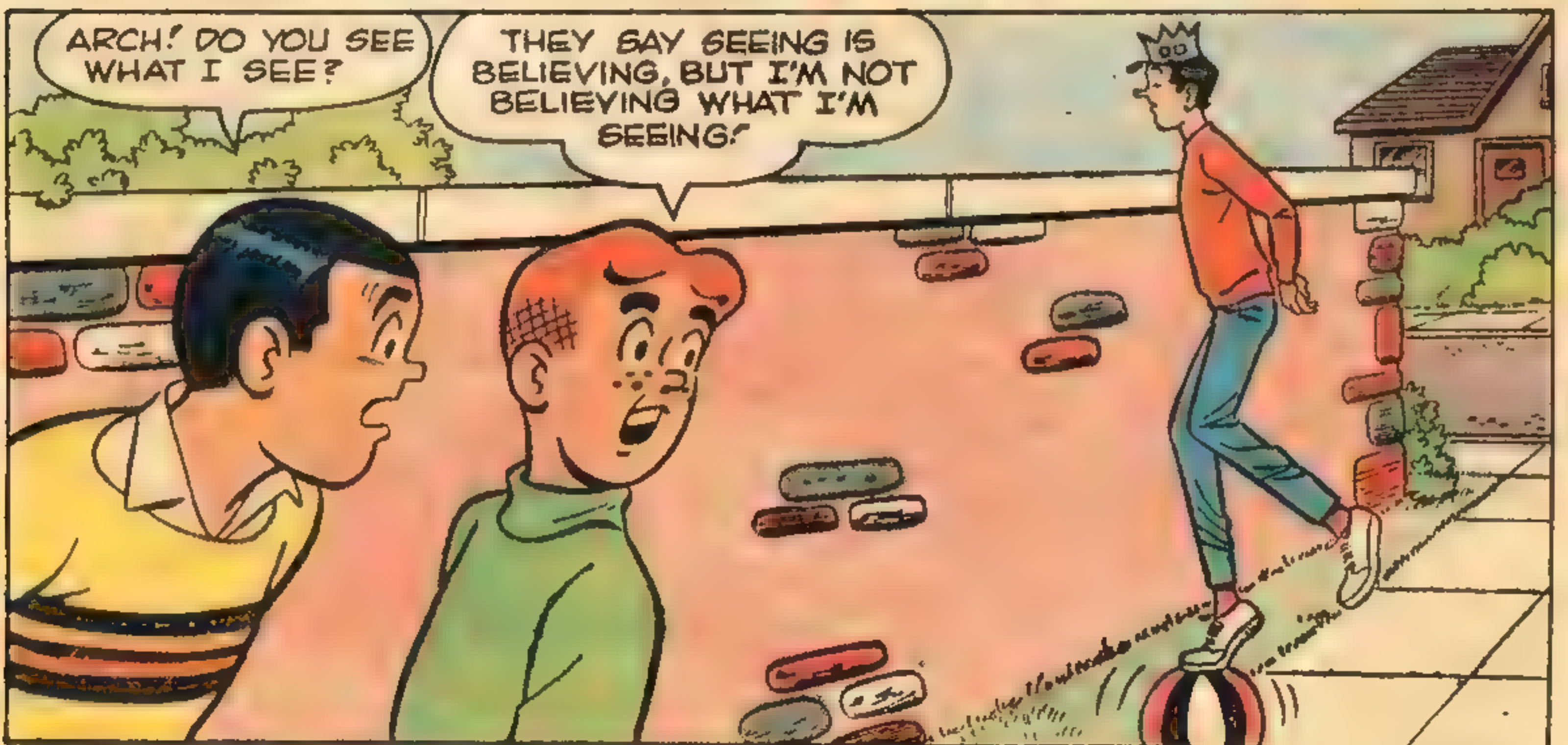
City & Zone _____

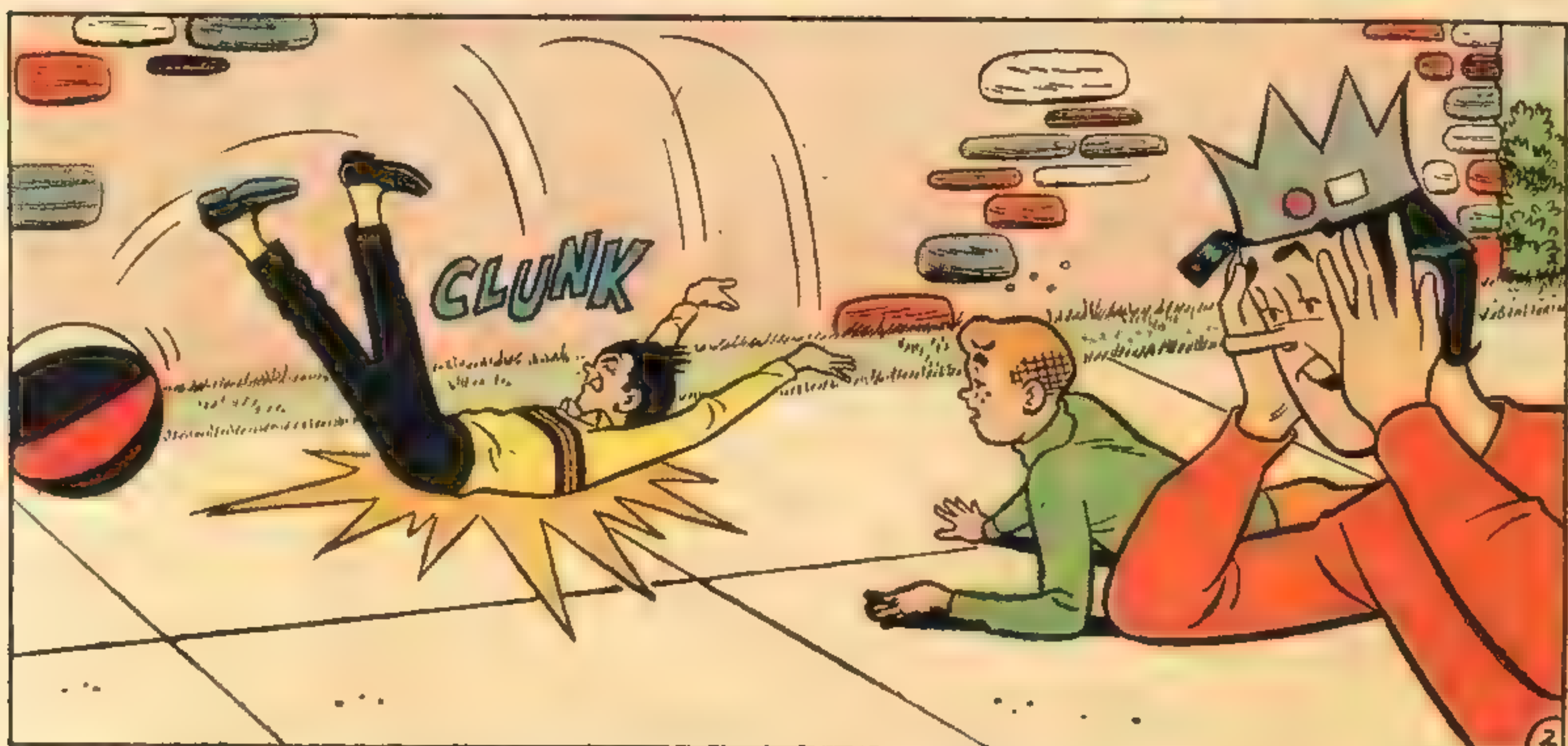
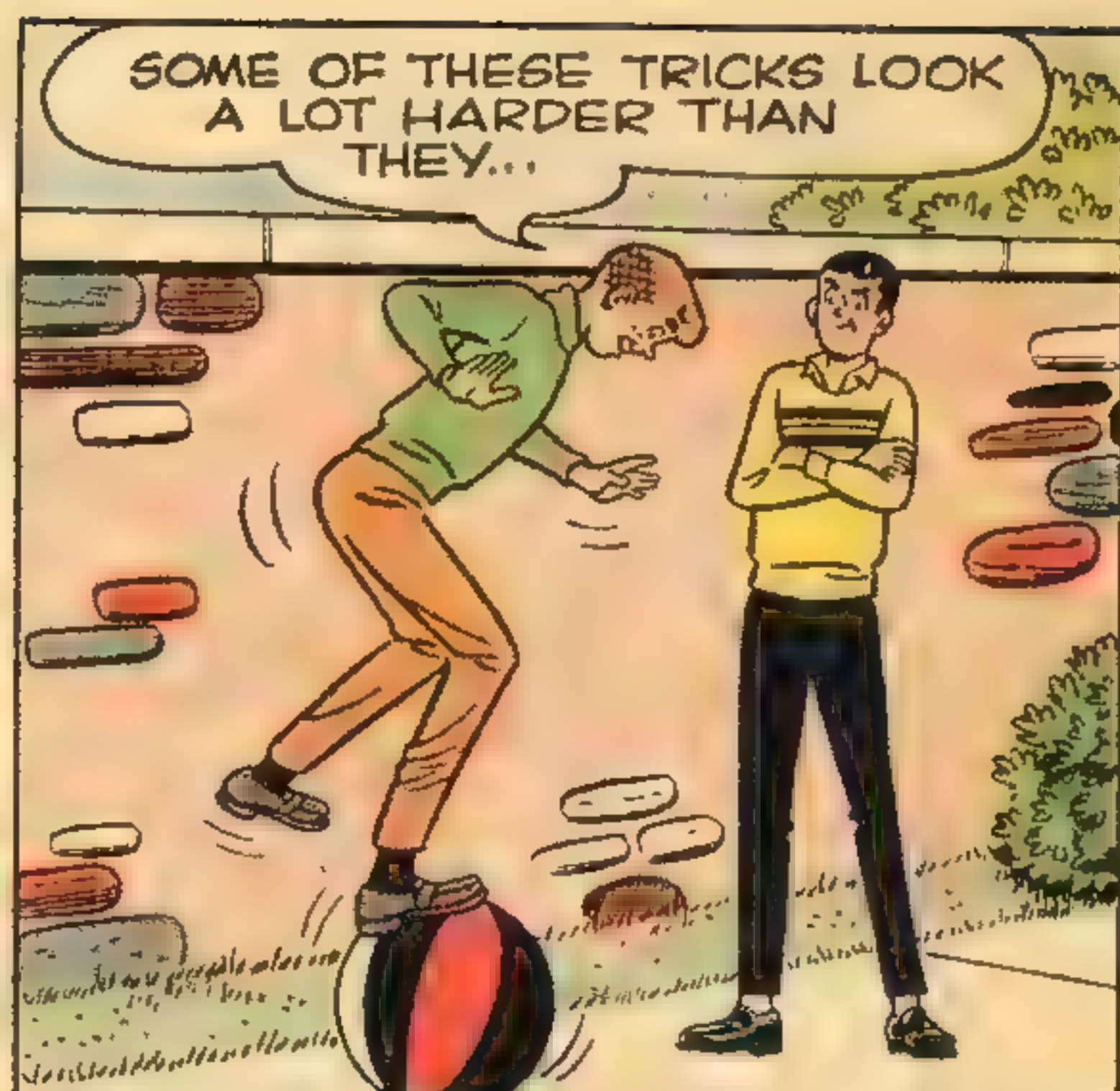
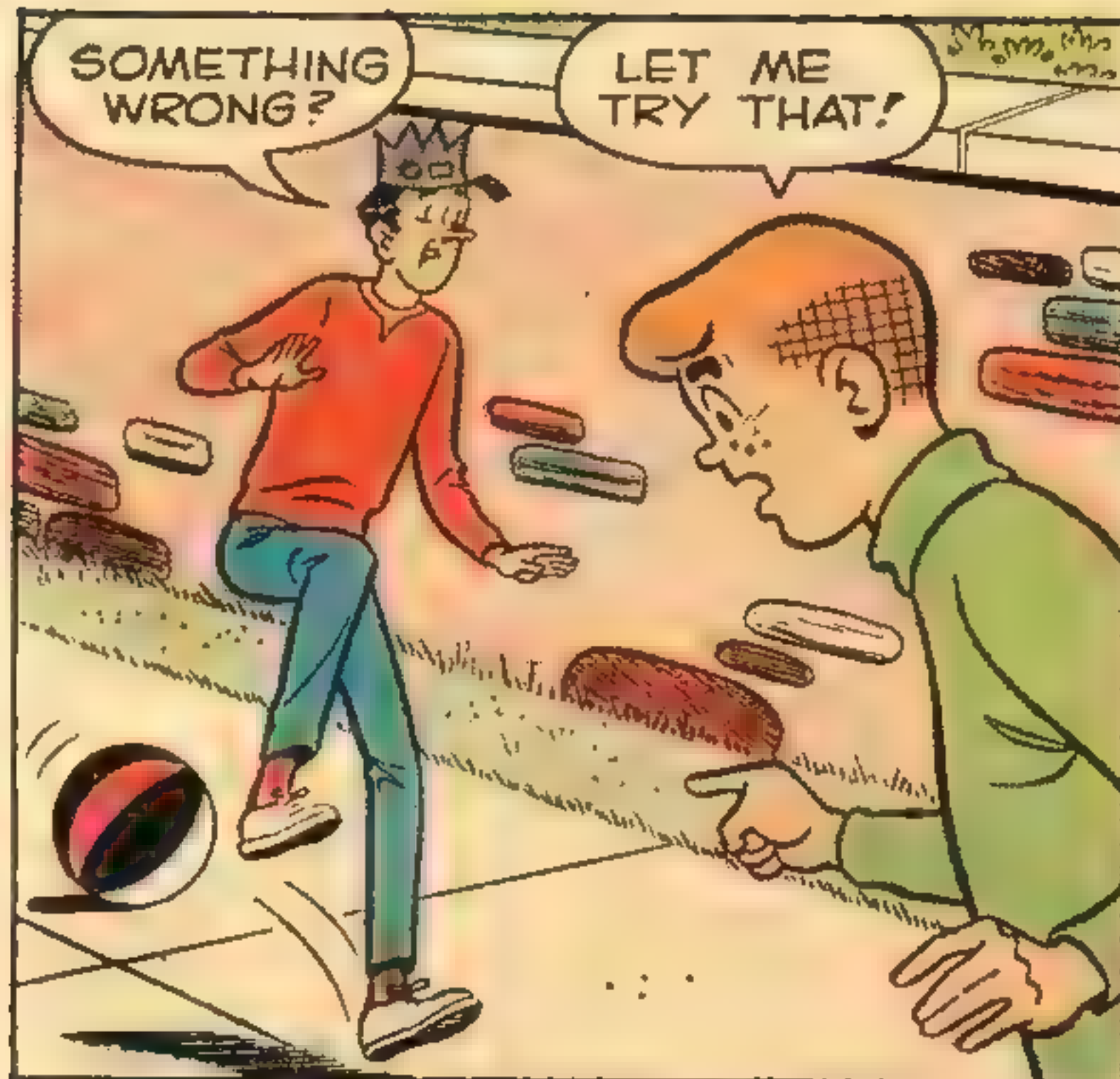
State _____

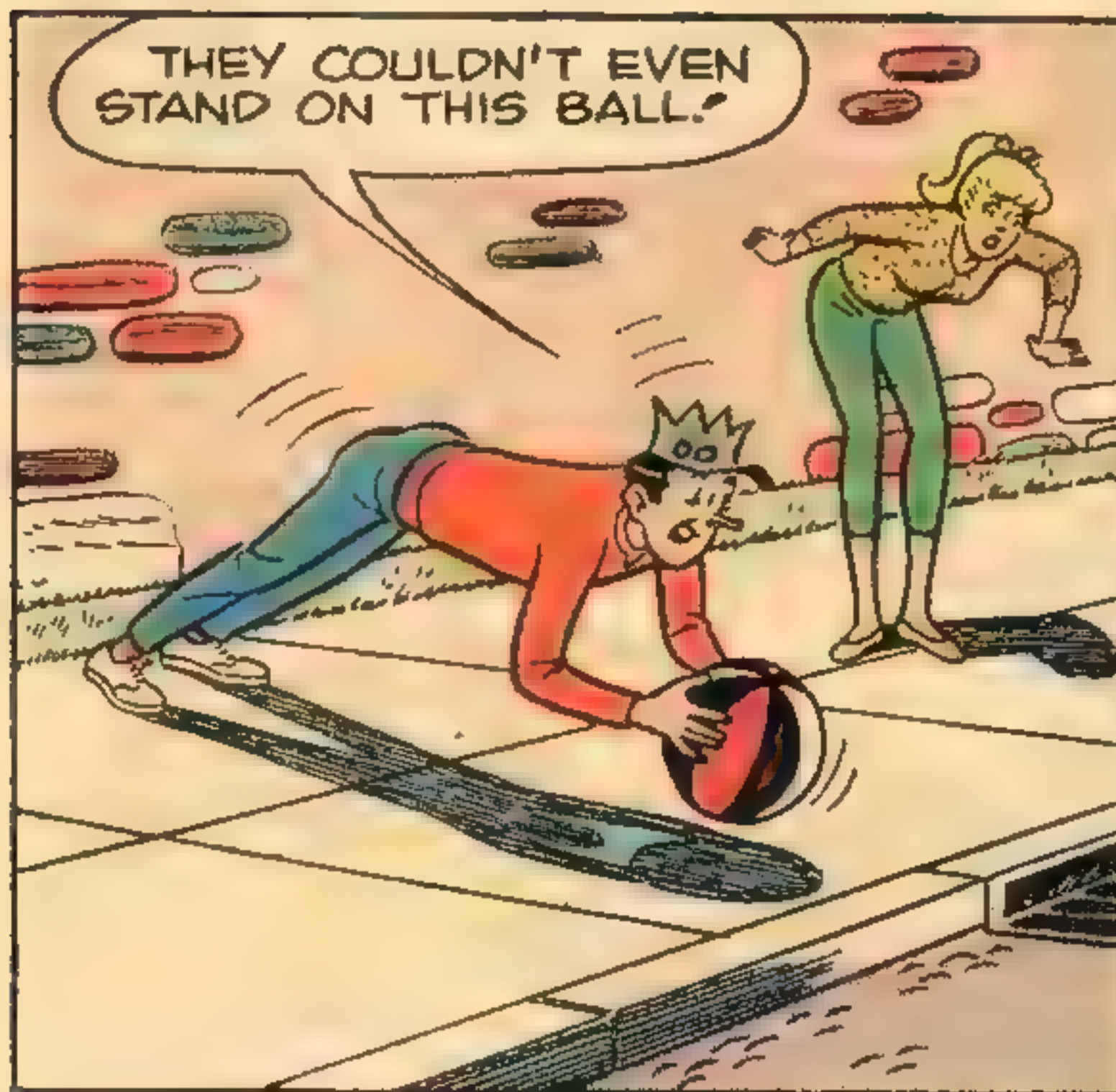
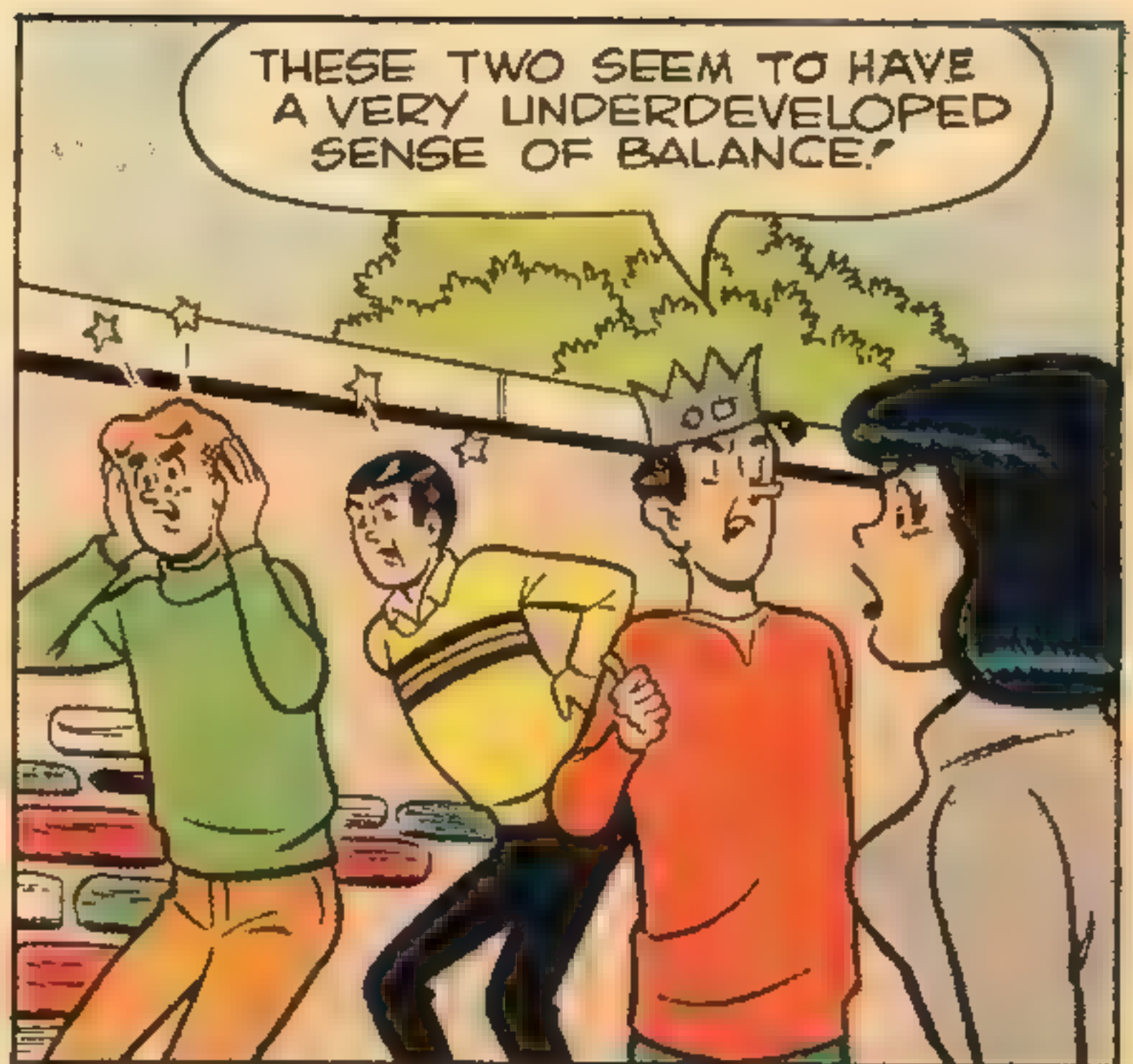
☐ Check here if you wish to save postage by sending only \$1.98 with coupon. Same Money Back Guarantee!

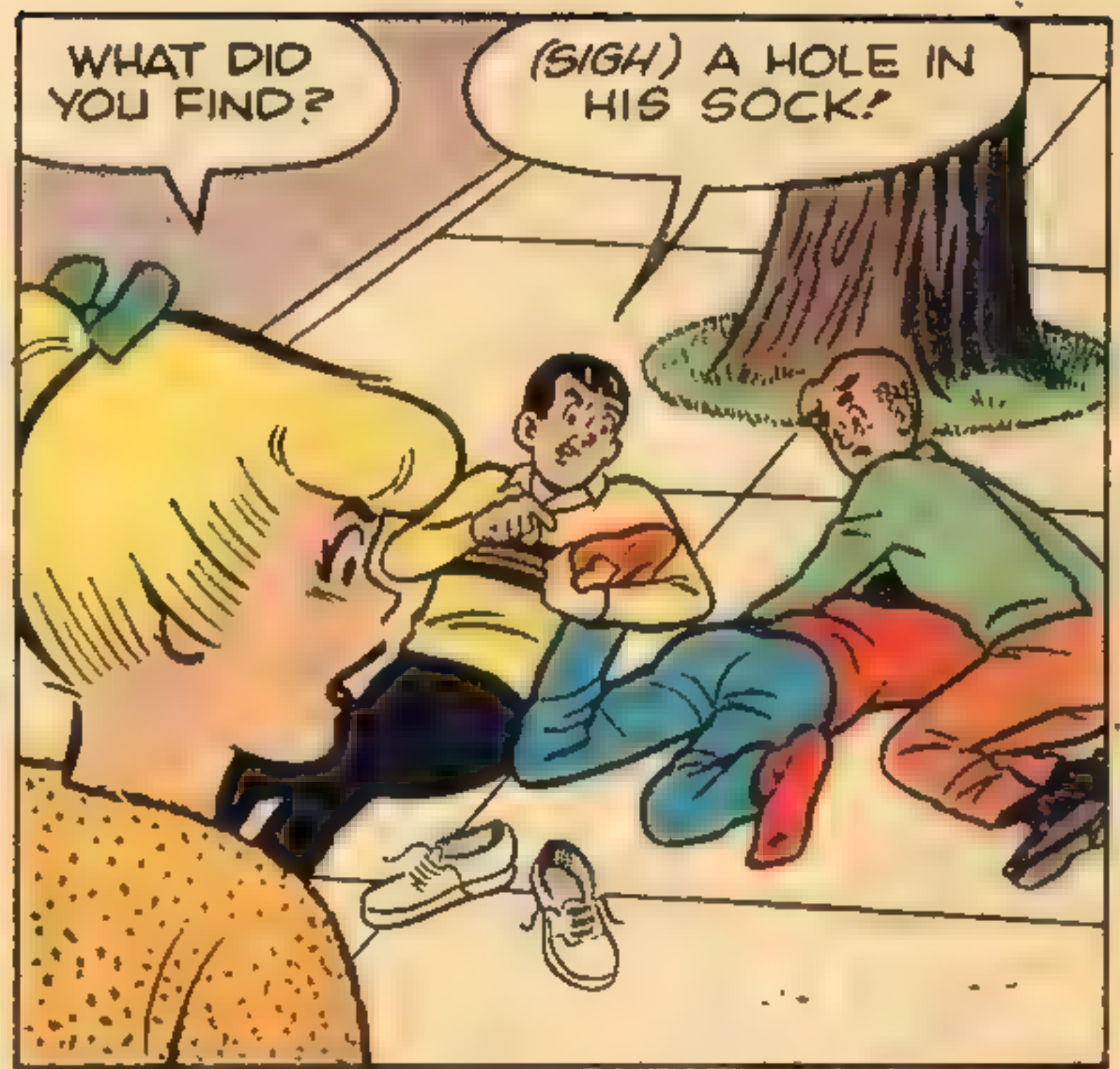
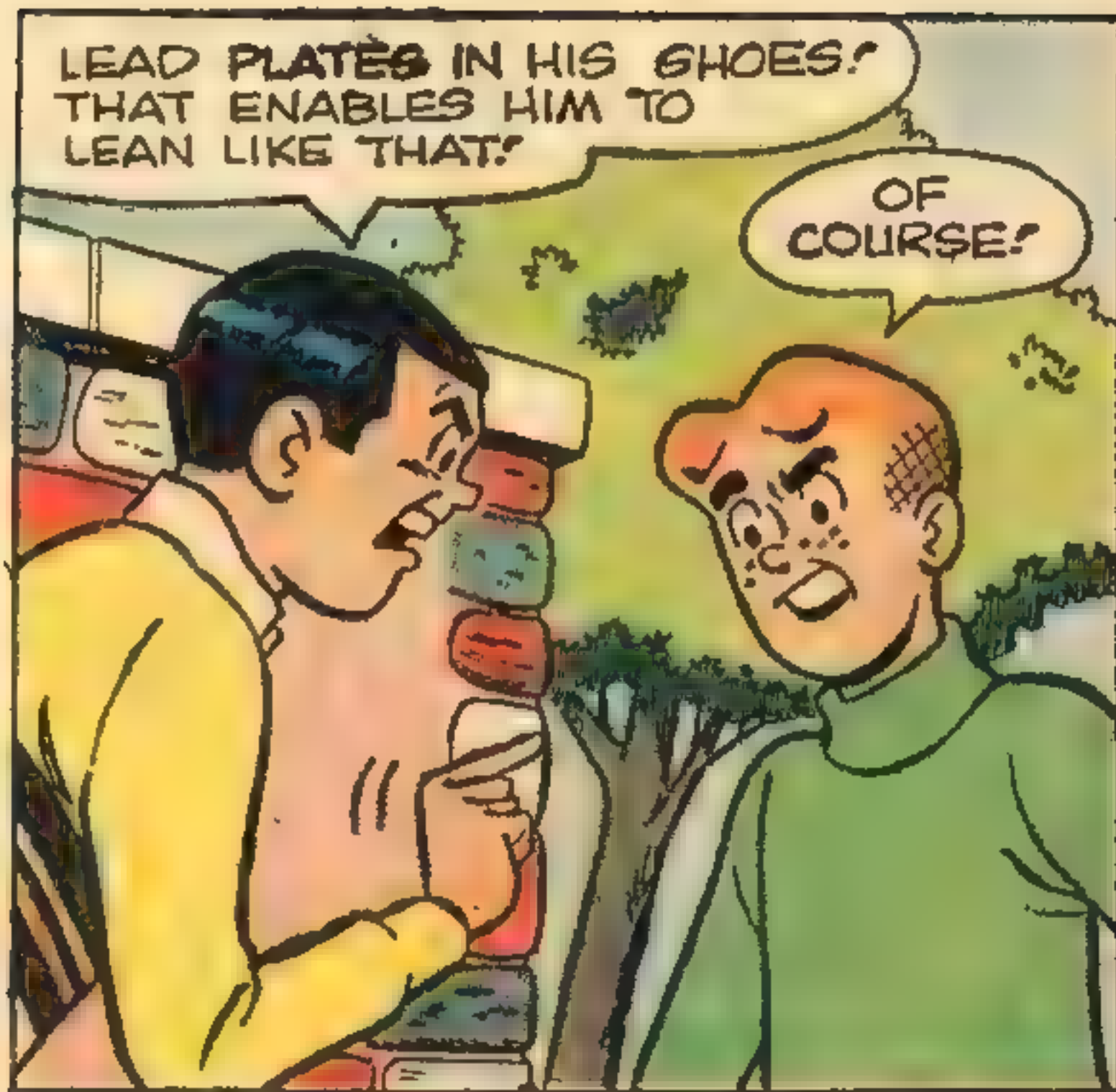
Jughead

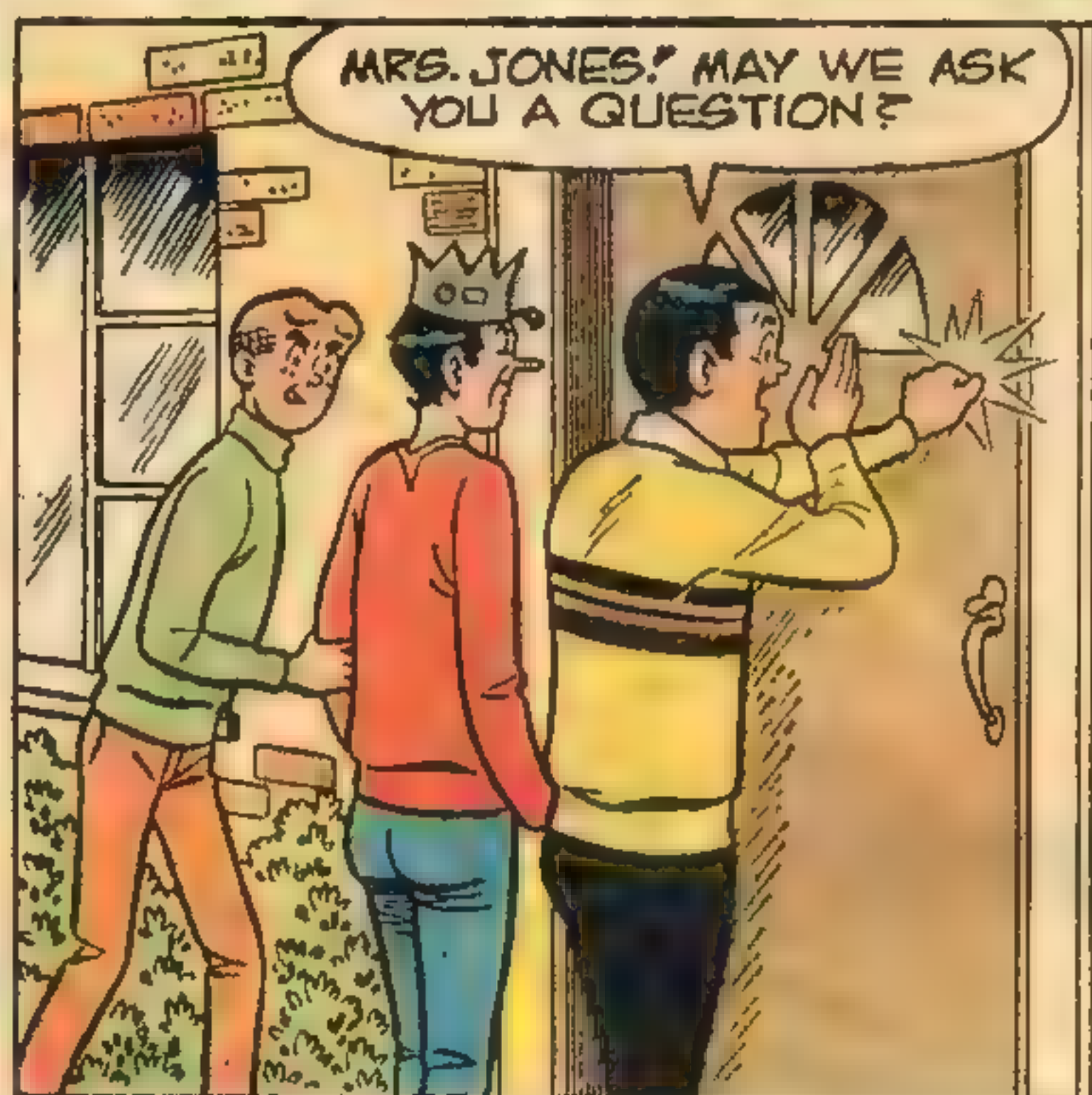
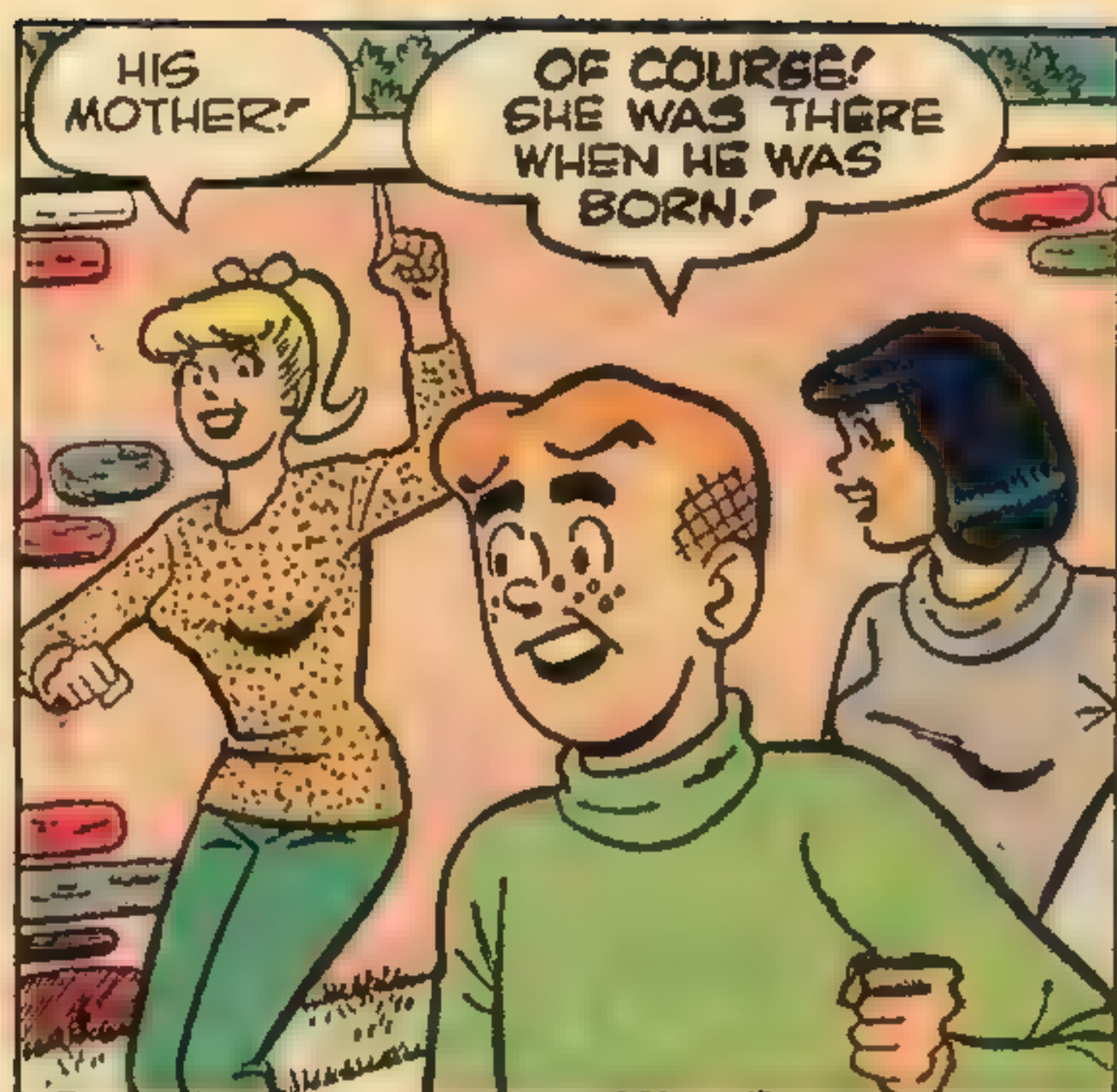
"The Jones Boy"



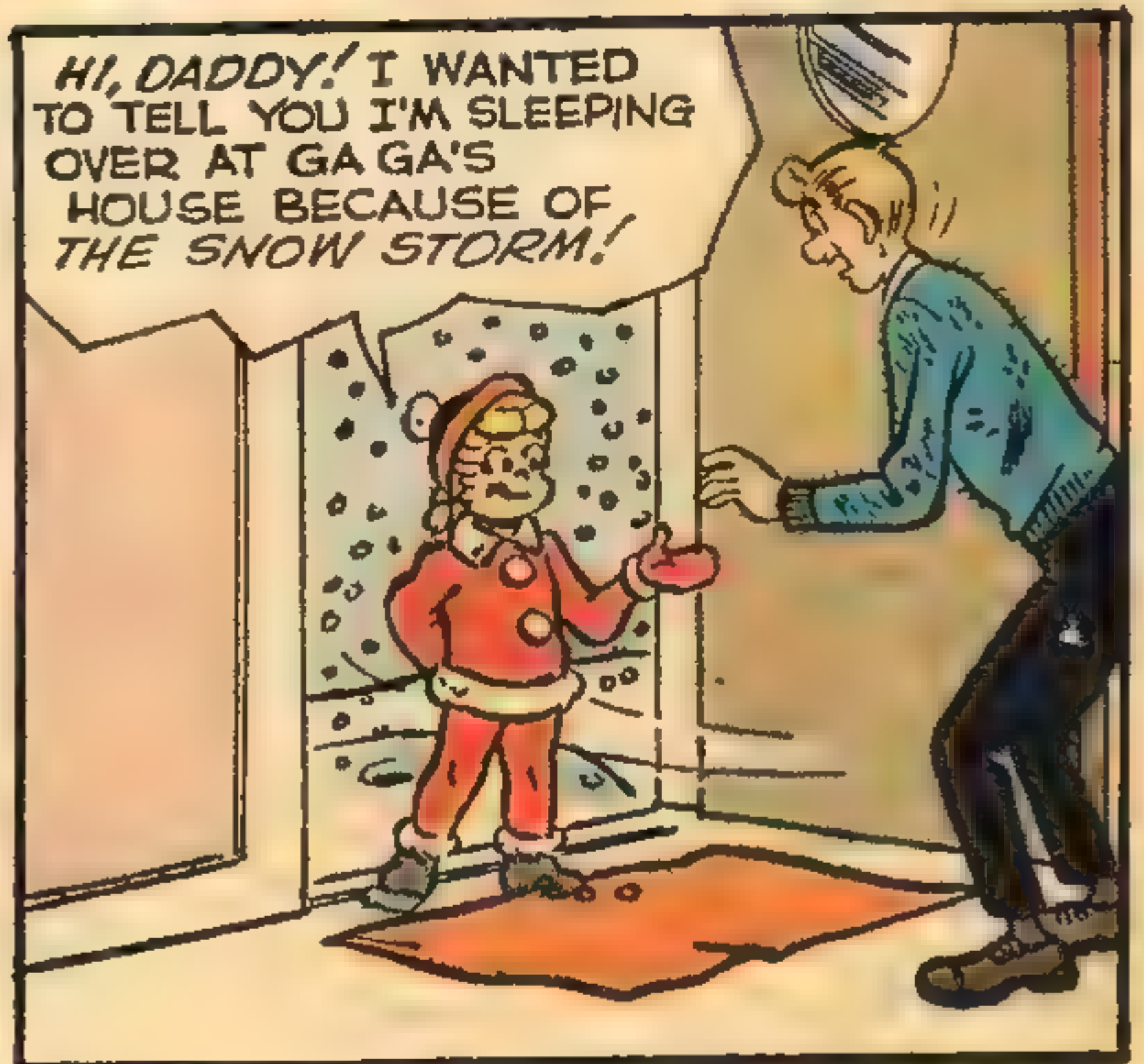








I'll JINK "snow and tell"



GIANT Archie ANNUAL



GIANT THE ADVENTURES OF... Little Archie



GIANT Archie's PALS 'N' GALS



GIANT Archie's MAD HOUSE ANNUAL



GIANT Betty and Veronica SPECTACULAR



THE BEST BUYS IN COMICS!

GIANT Archie's Jokes



GIANT Betty and Veronica SUMMER FUN



GIANT Around the World with Archie



GIANT THE WORLD OF Jughead



GIANT Archie's Christmas Stocking



THIS COUPON WILL BRING YOUR FAVORITE ARCHIE QUARTER COMICS RIGHT TO YOUR DOOR AS SOON AS THEY ARE OFF THE PRESSES. SEND IT TODAY!



ARCHIE QUARTER COMICS, 241 Church St., New York, N.Y. 10013

Please send the following GIANT COMICS. I enclose 25c in coin for EACH TITLE checked below:

☐ ARCHIE ANNUAL # 17	☐ ARCHIE'S CHRISTMAS STOCKING #137
☐ ARCHIE'S JOKES # 33	☐ BETTY AND VERONICA SPECTACULAR # 32
☐ LITTLE ARCHIE # 37	☐ BETTY AND VERONICA SUMMER FUN # 34
☐ THE WORLD OF JUGHEAD #136	☐ ARCHIE'S MADHOUSE ANNUAL # 3
☐ AROUND THE WORLD WITH ARCHIE # 35	
☐ ARCHIE'S PALS 'N' GALS # 34	

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ Zip Code _____

DEF. C

Jughead

The "HAIRCUT"

HOLD STILL, ARCH!

JUG, DO YOU REALIZE HOW MUCH MONEY I'LL SAVE IN A YEAR BY HAVING YOU CUT MY HAIR?



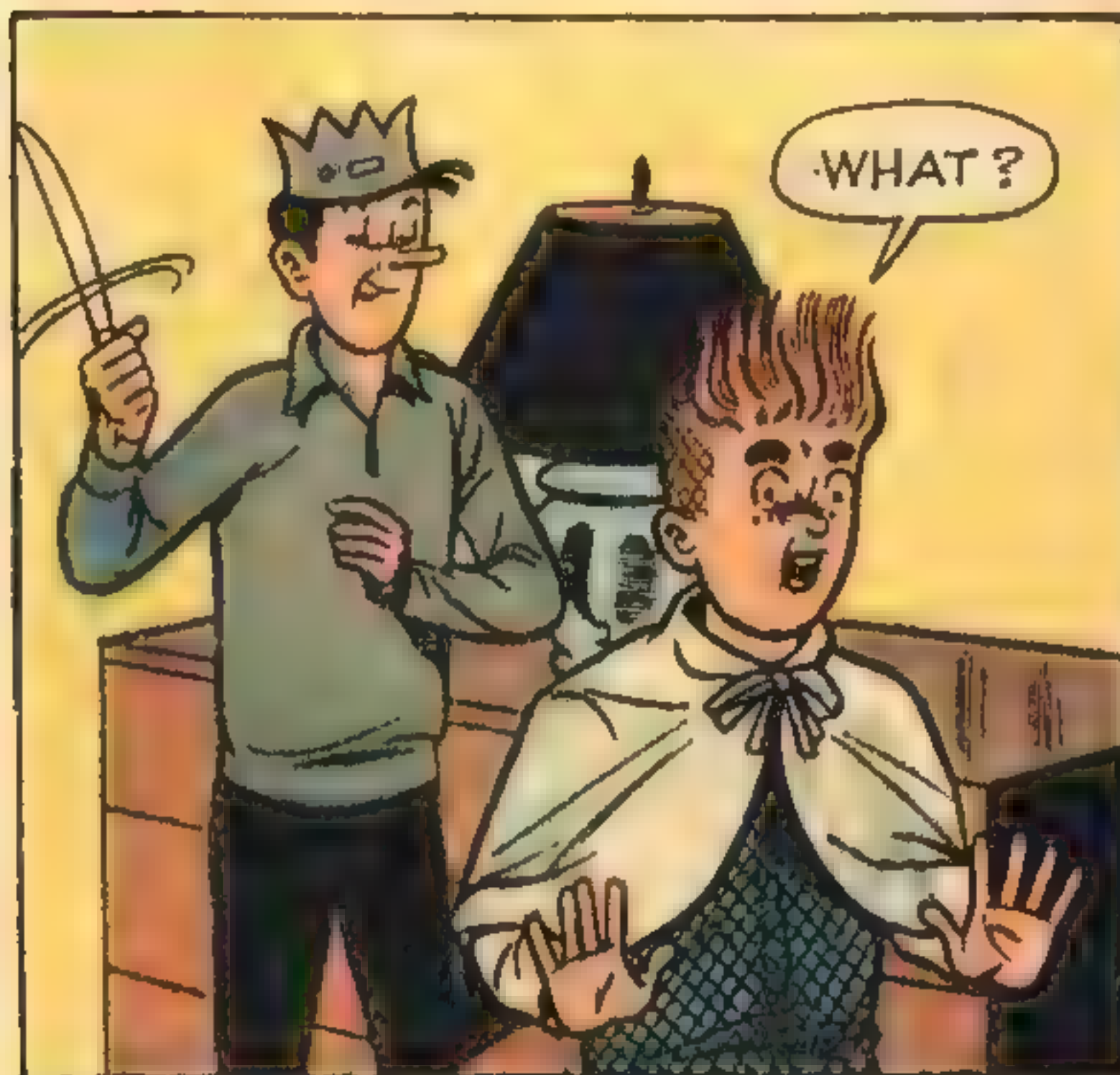
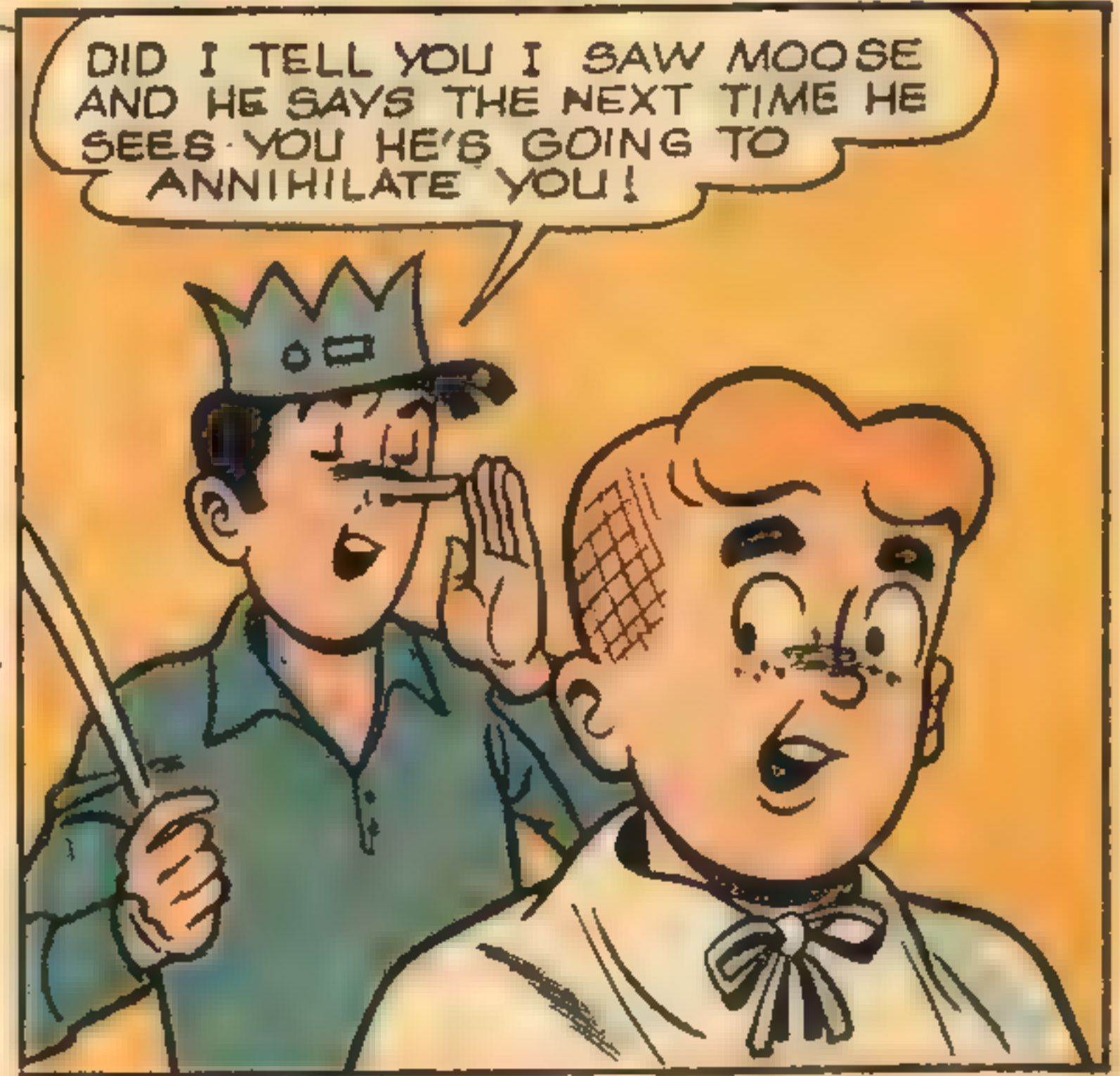
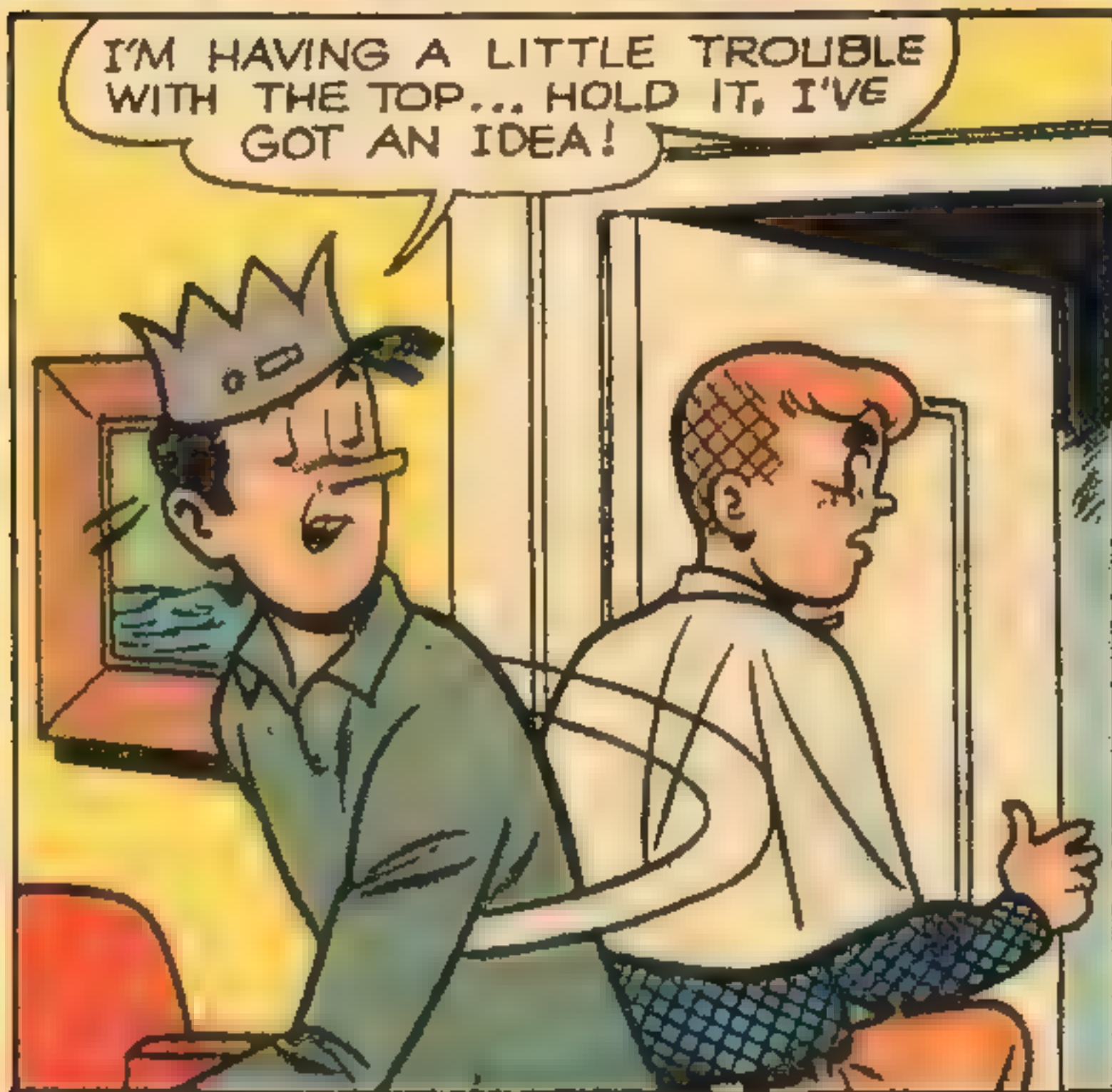
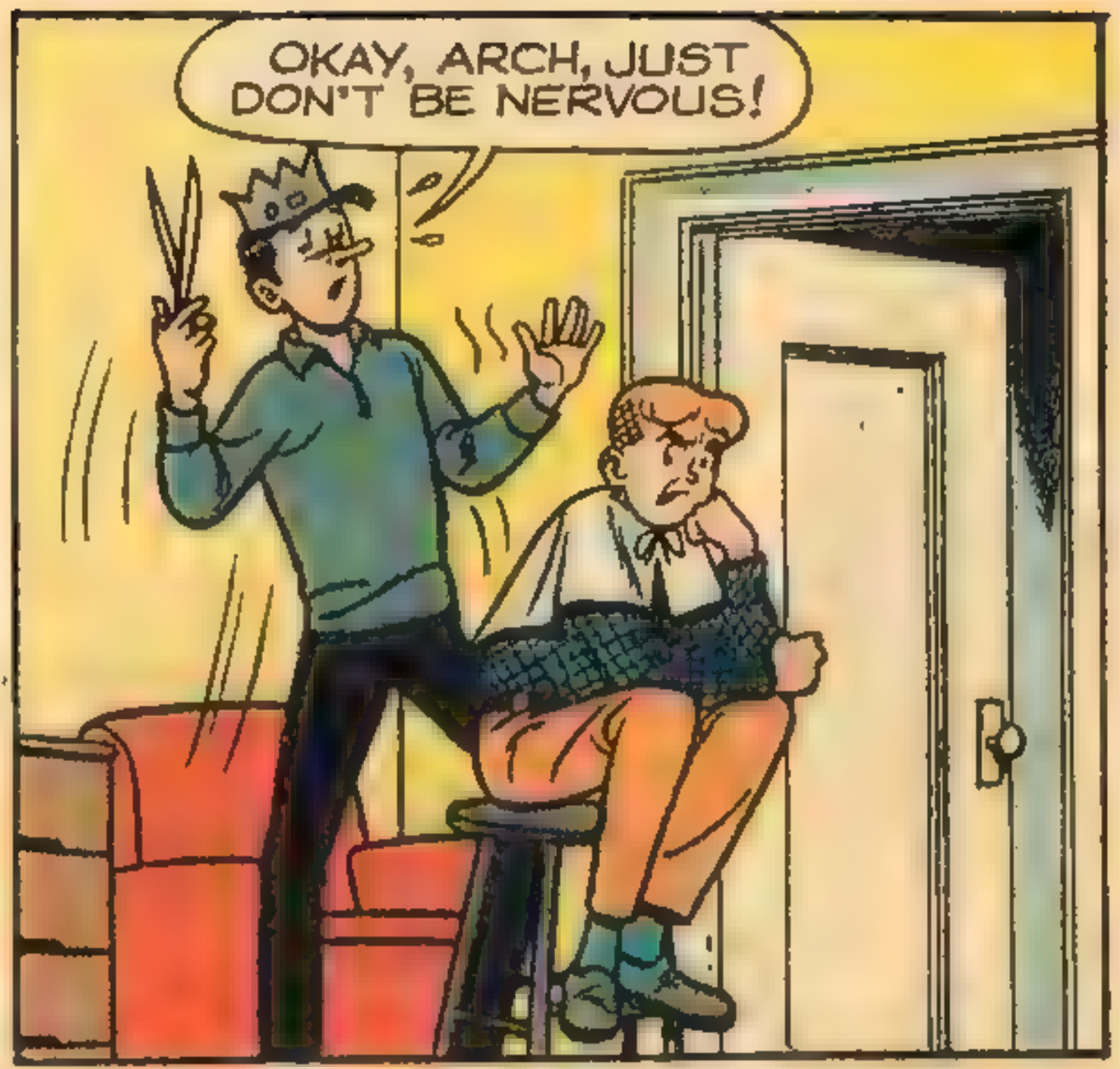
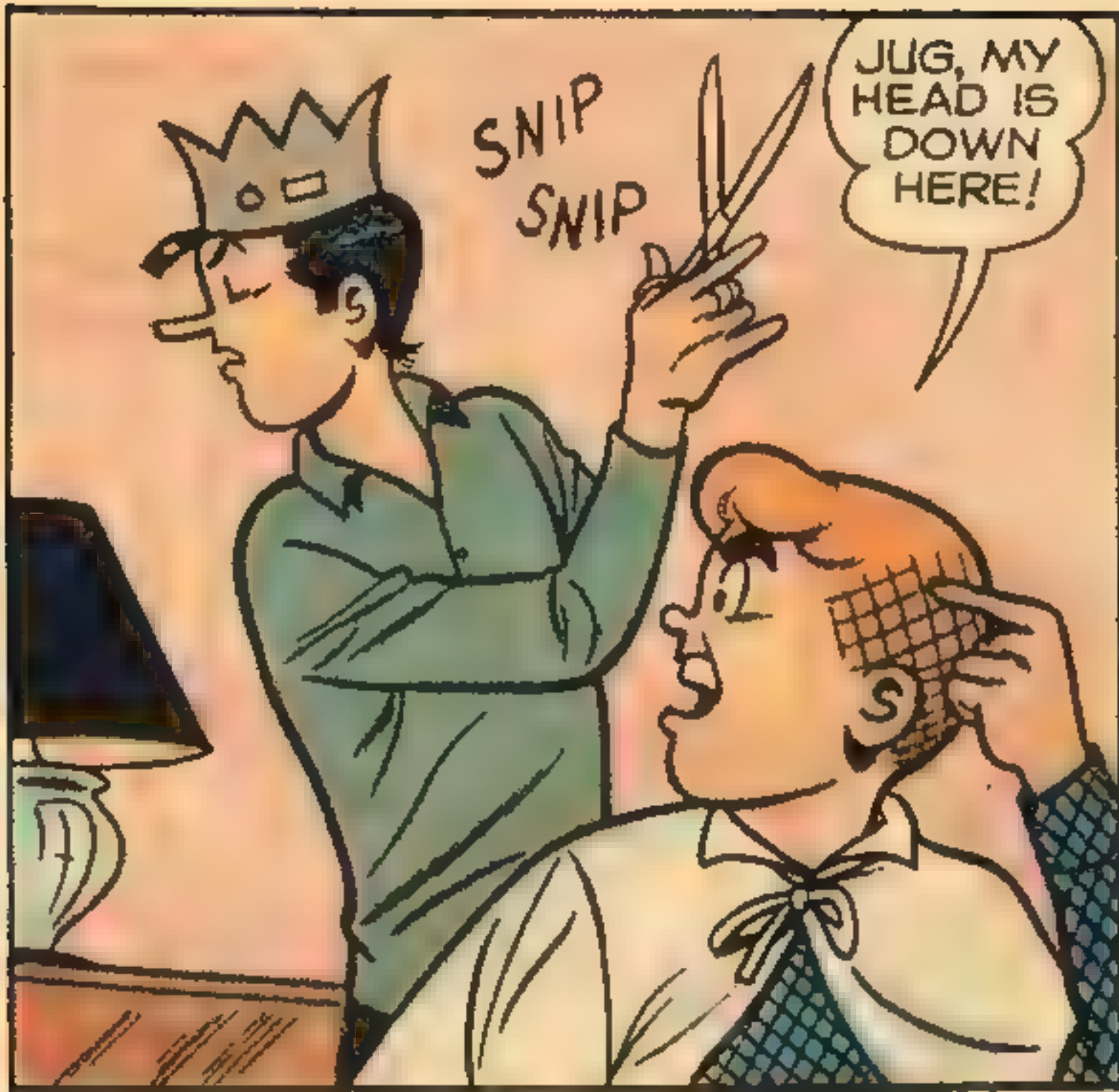
JUST REMEMBER THAT IT WAS YOUR IDEA!

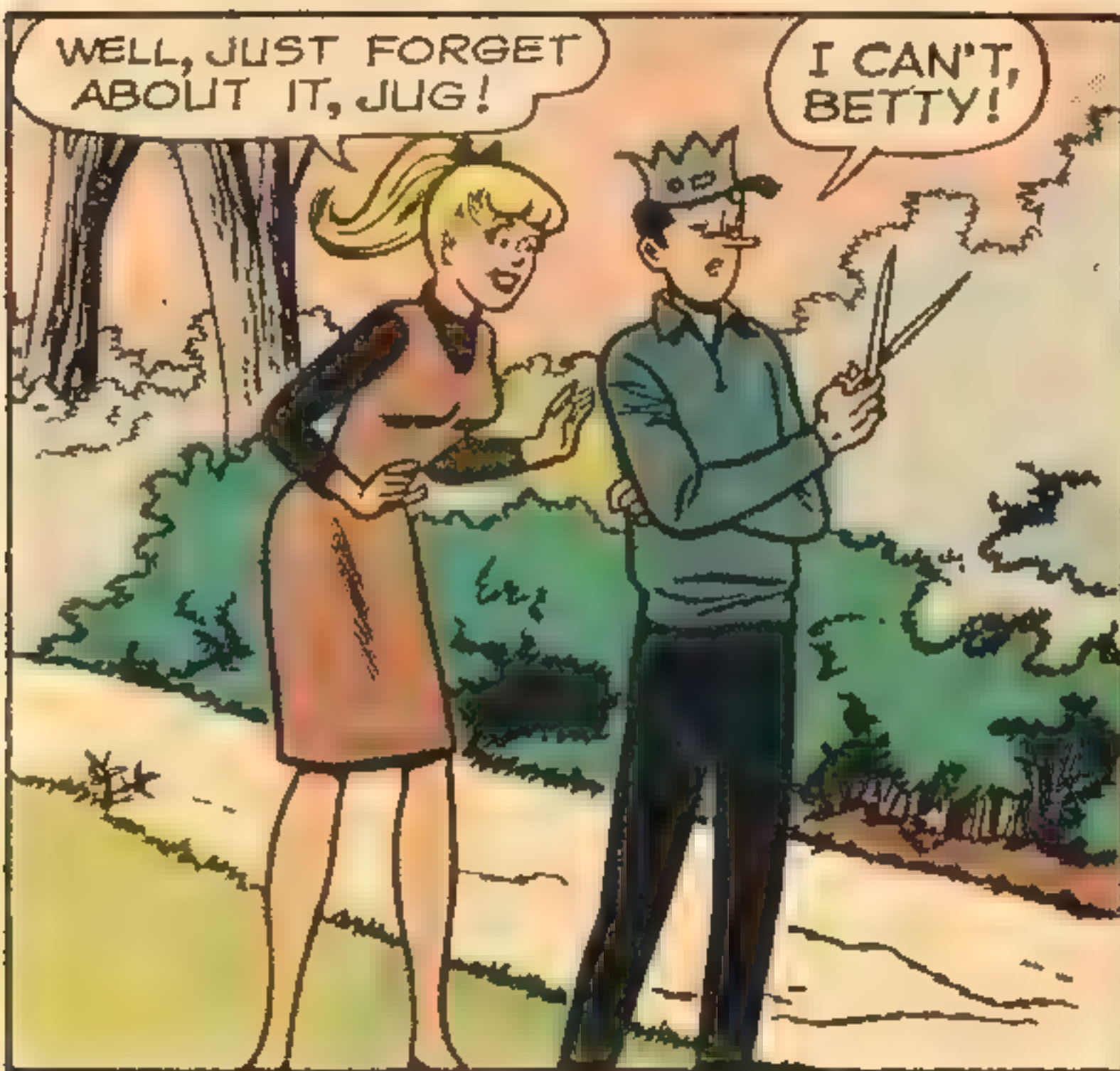
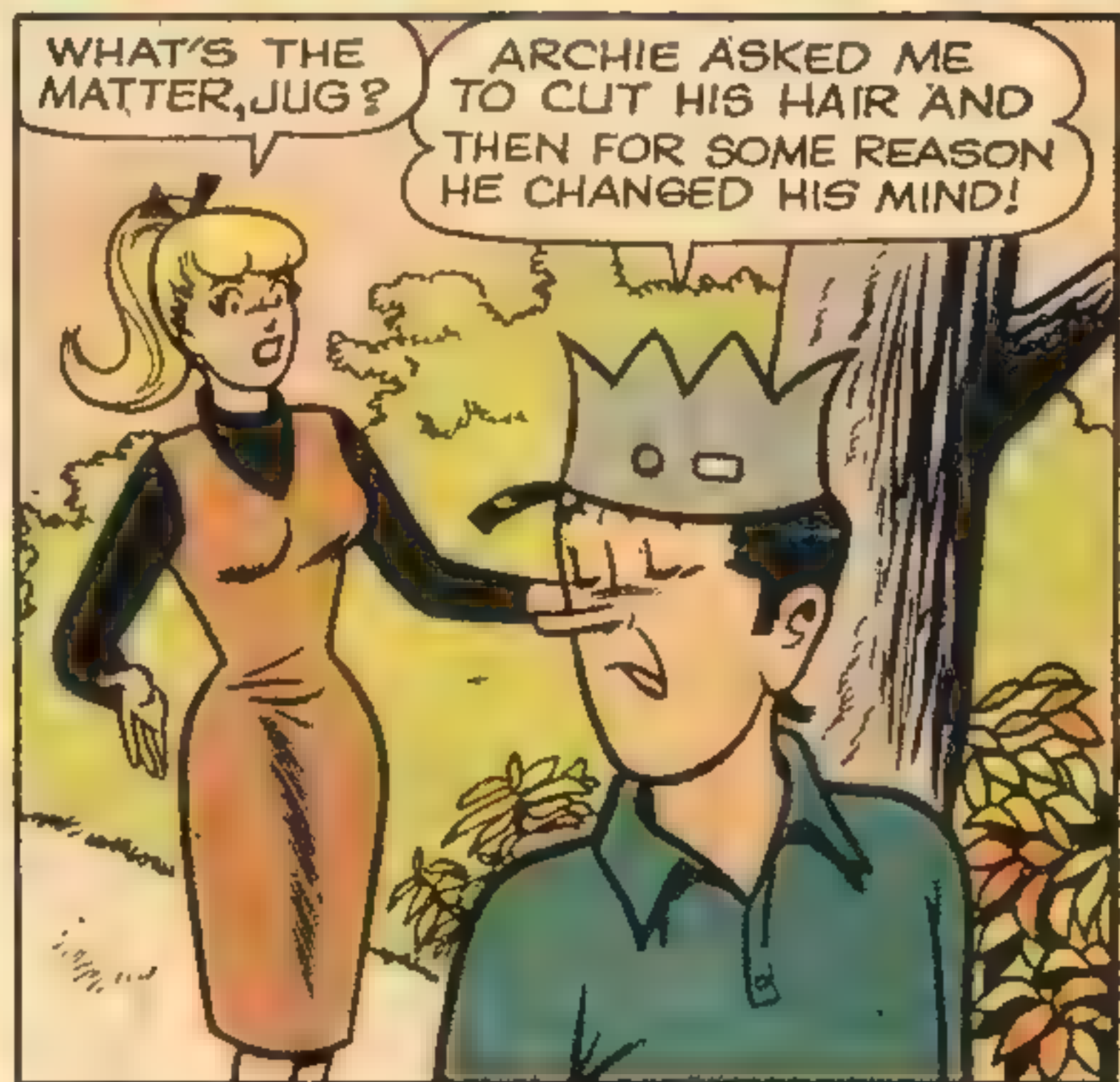
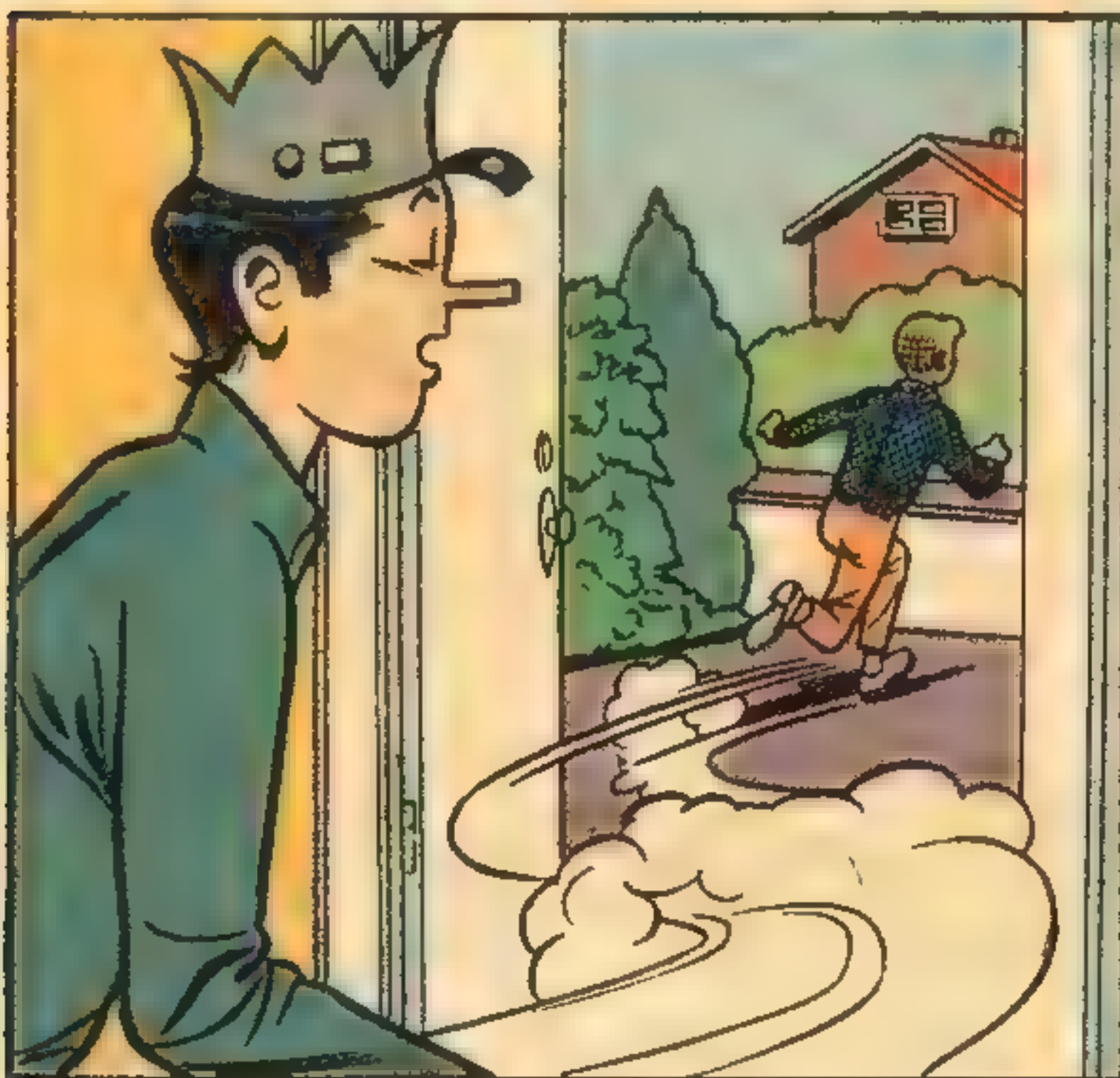
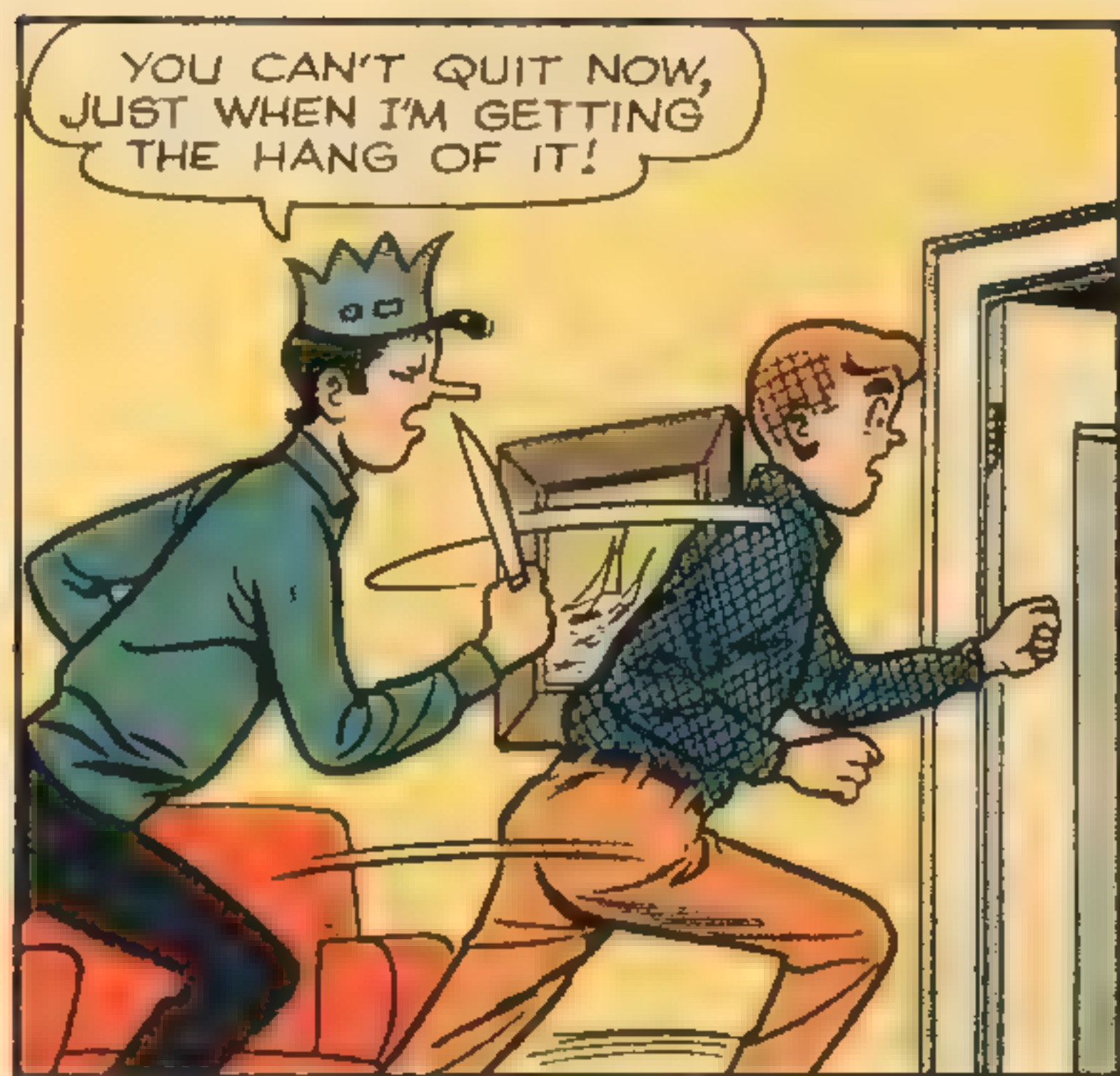
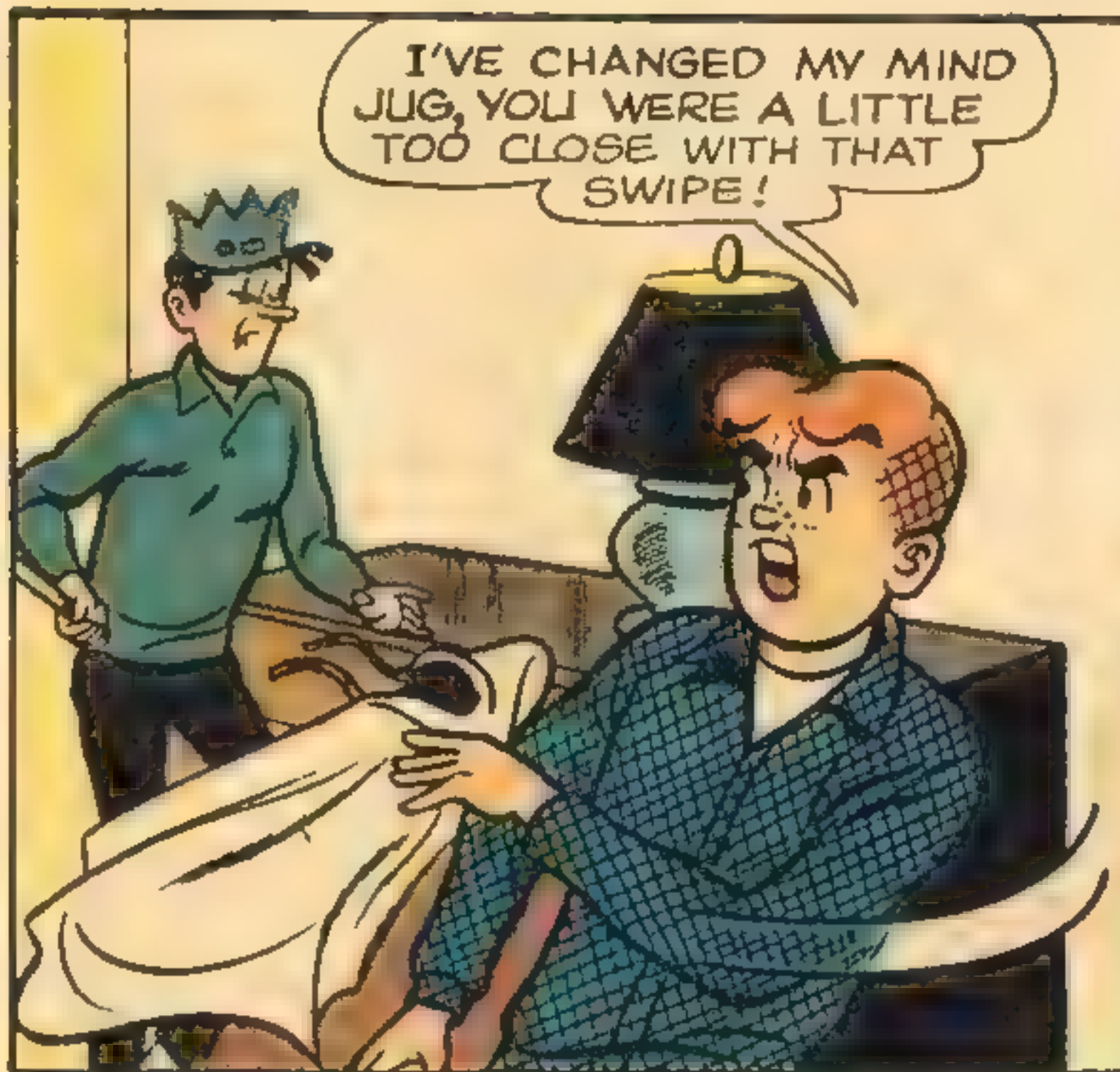
I KNOW!

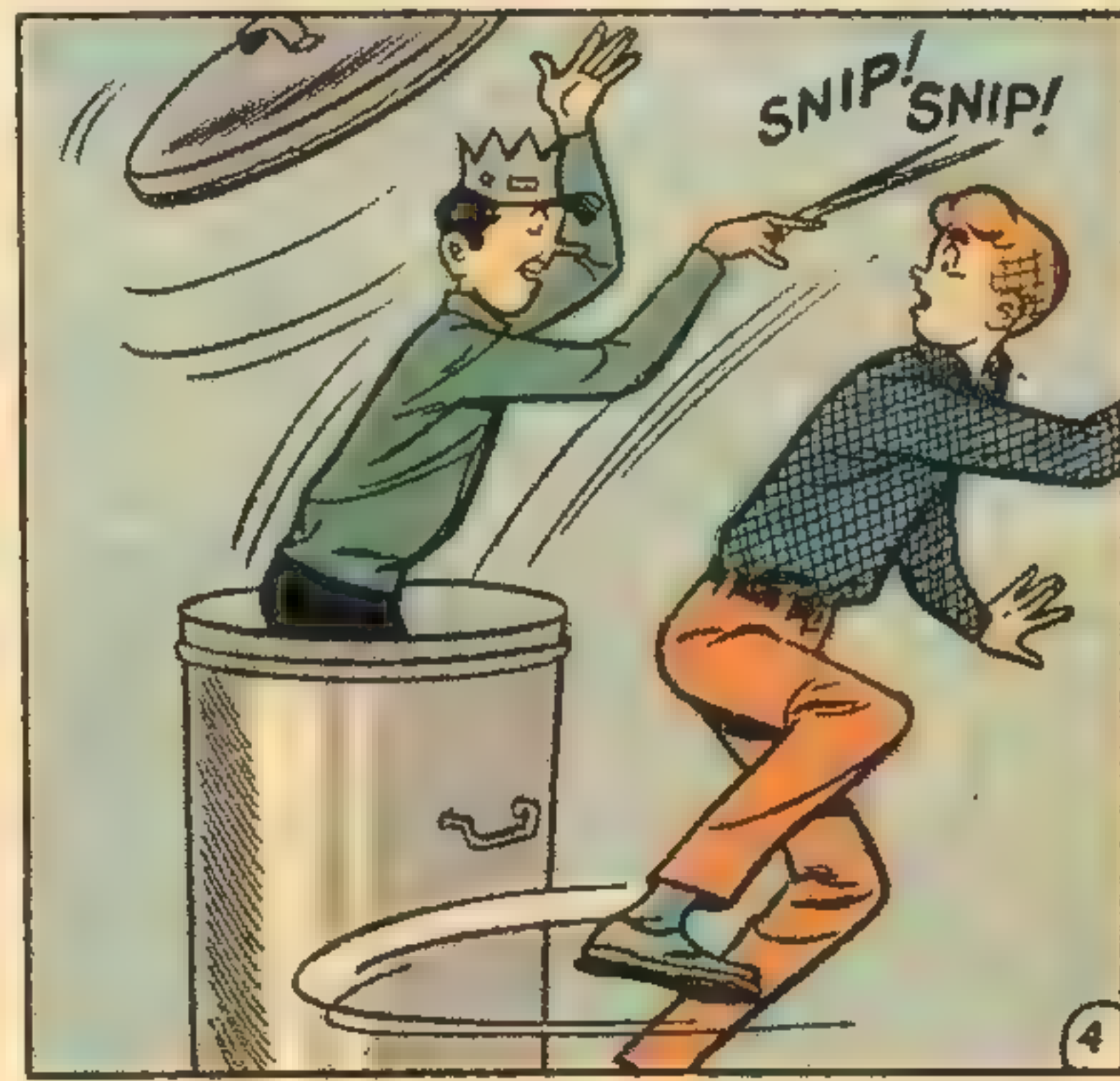
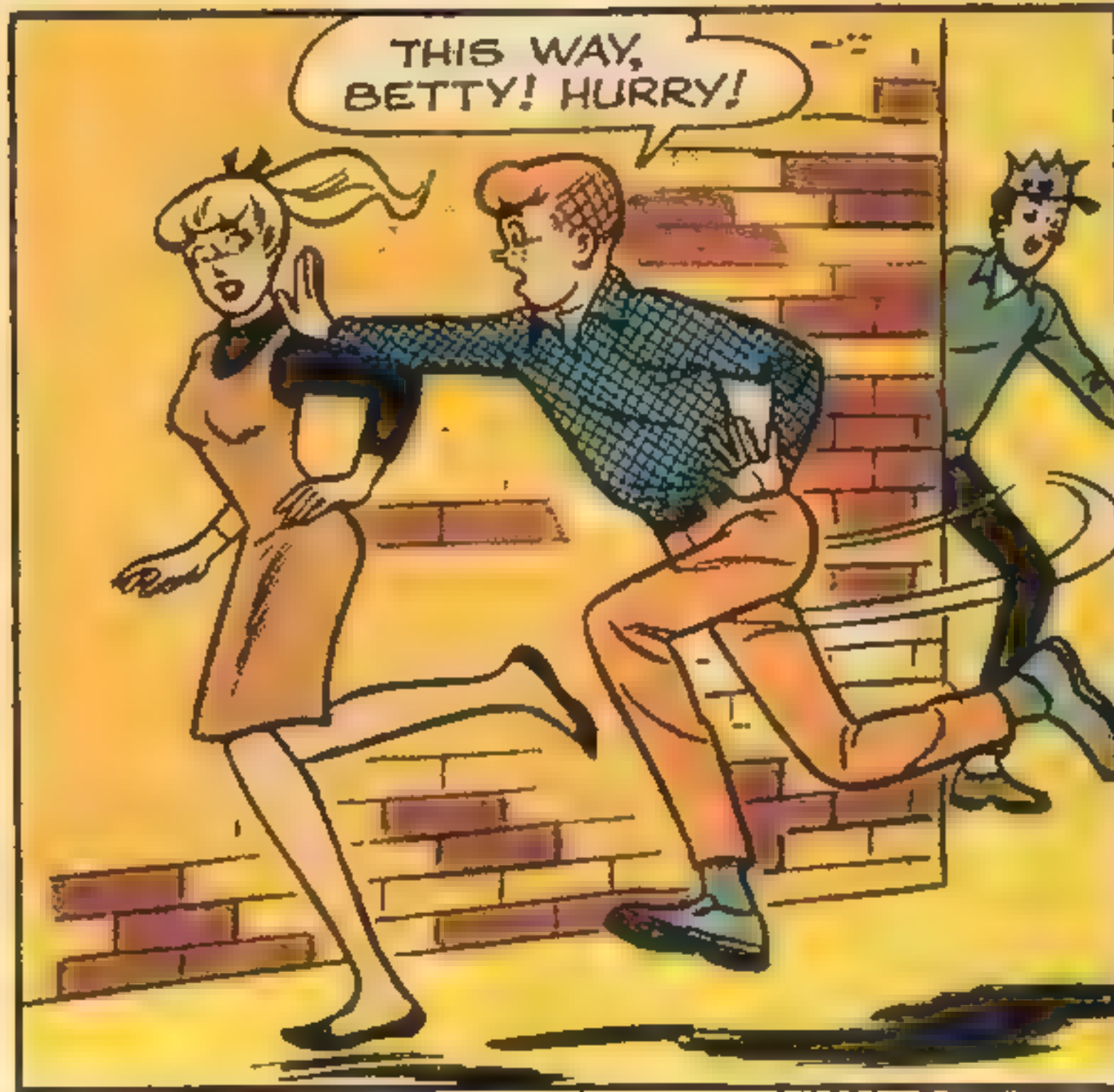
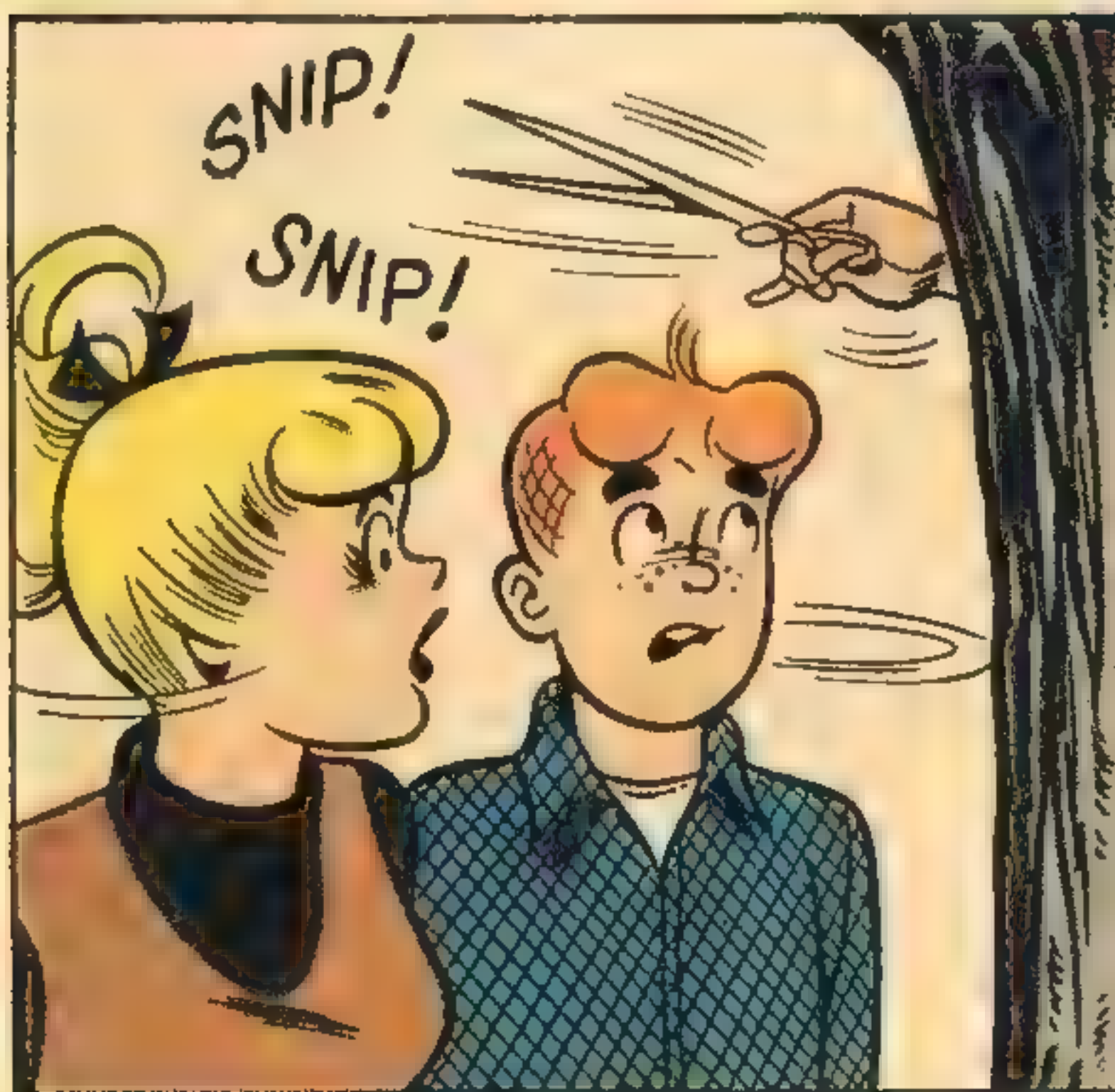
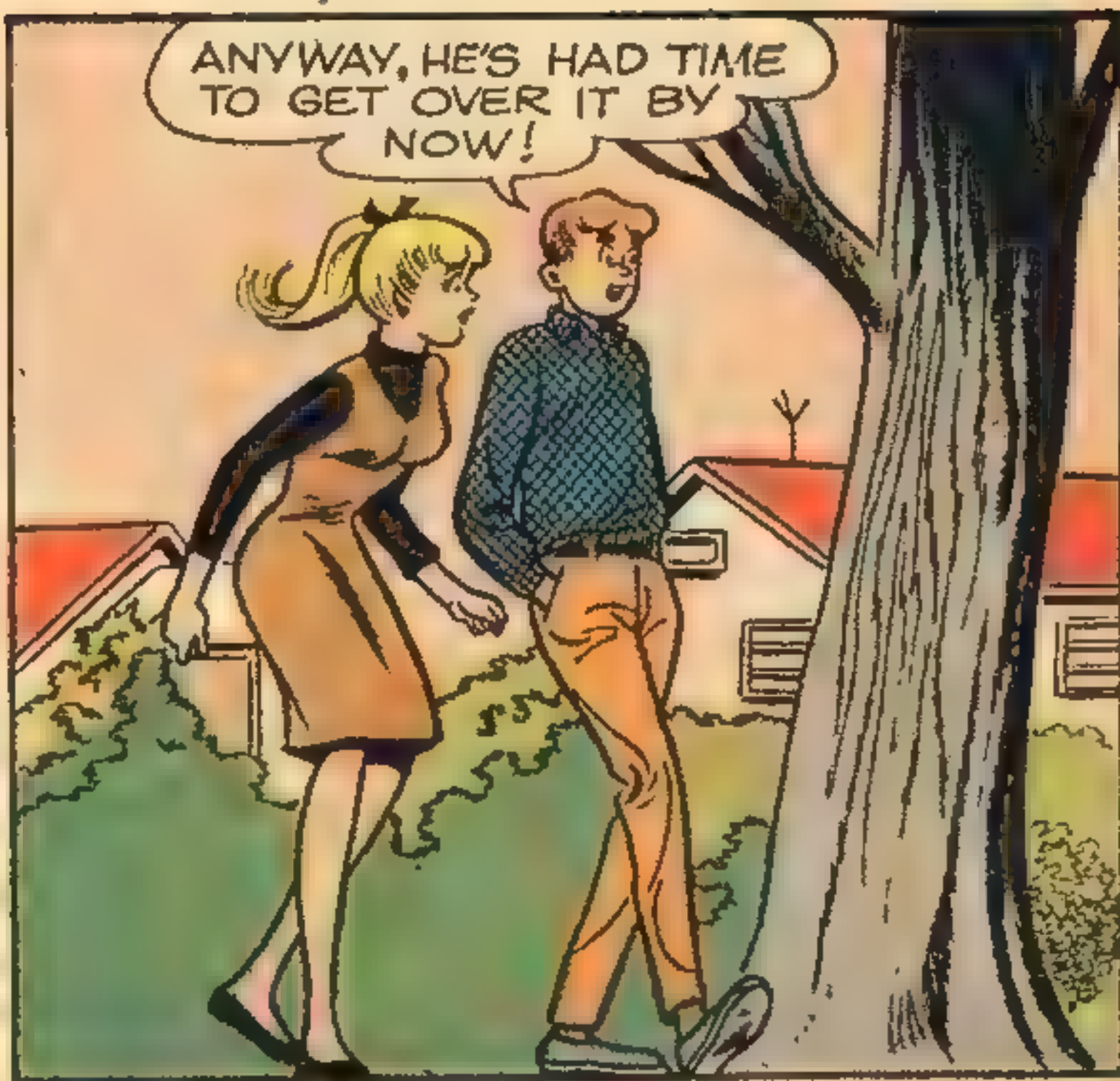
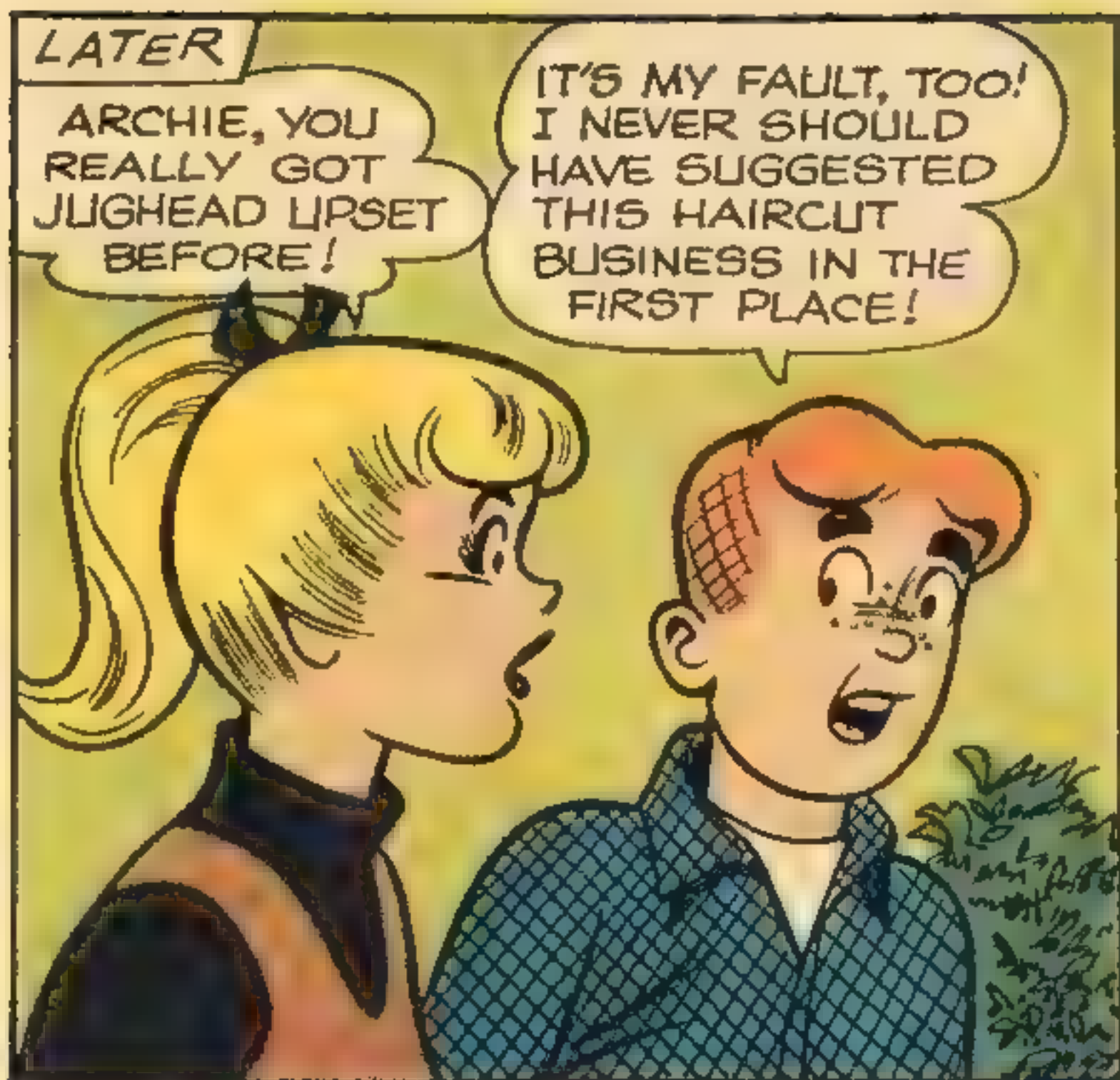


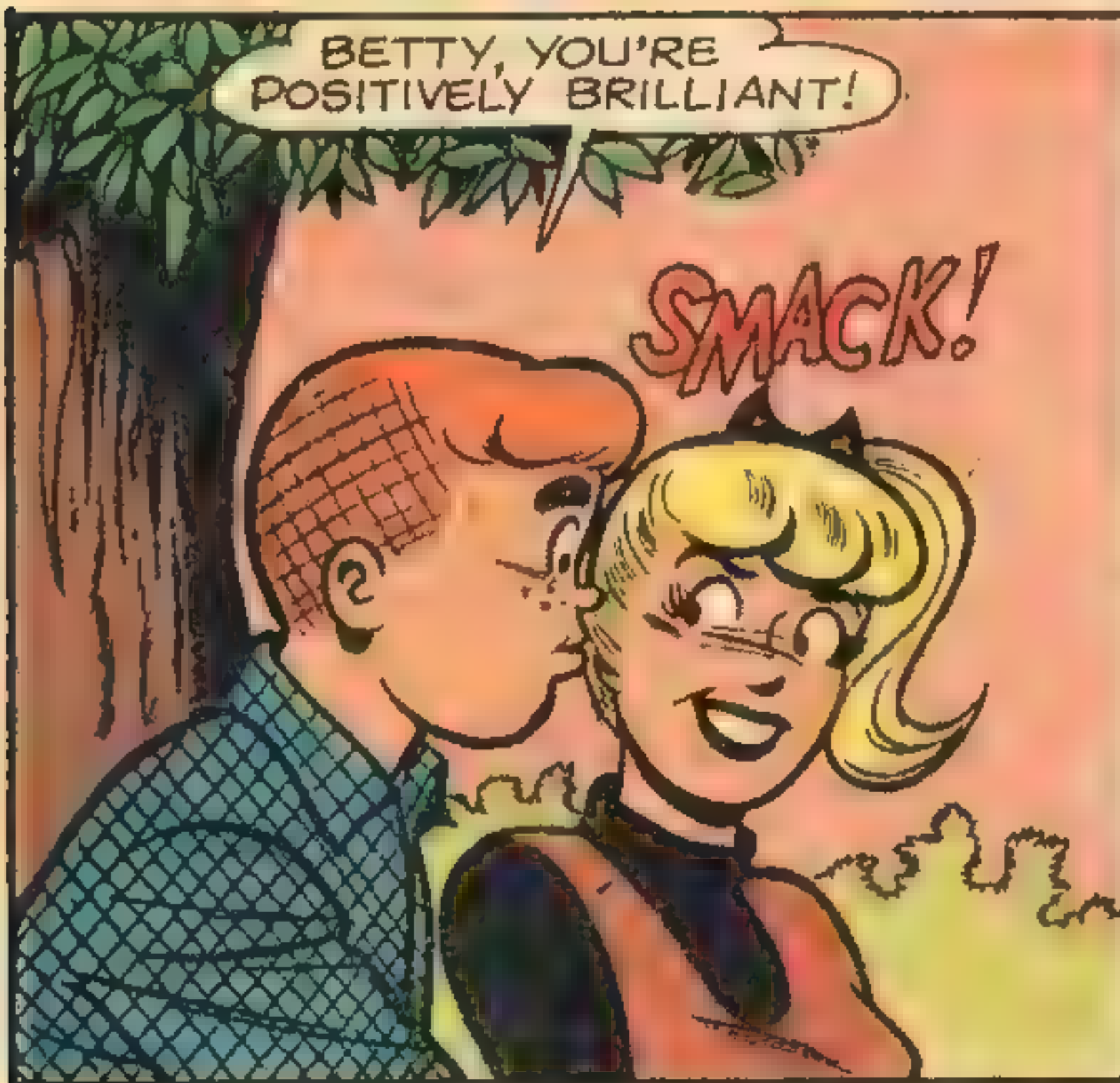
HERE GOES!











GROW 7 MONSTERS



**THRILLS & CHILLS AWAIT YOU WHEN YOU SEE
7 AMAZING PLANT CREATURES COME TO LIFE!**

7 GIANT MONSTERS IN FULL, GLOWING COLOR, GROW FANTASTIC PLANT "HAIR" ALIVE BEFORE YOUR EYES! EACH GROWS UP TO SEVERAL MONTHS! MAKES AN INCREDIBLE LIVE "SCIENCE PROJECT" FOR HOME OR SCHOOL. FUN TO WATCH. ORDER NOW AND GET DELUXE ACCESSORY KIT WITH PLANTING WAND, OBSERVATION LENS, EXTRA LARGE SUPPLY OF Guaranteed LIVE "MONSTER HAIR" SEEDS. Complete with 7 MONSTERS and FULL INSTRUCTIONS.

ELBARR DISTRIBUTORS Dept. S.M. 12
BOX 47, NORTHRIDGE, CALIF.

Gentlemen:

I enclose \$1.00 plus 25c for postage and handling. Please rush all 7 real living giant monsters and the deluxe accessory kit, to me at once.

Name _____
Address _____
City _____ State _____

**ALL THE
NEWS
THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

JUGHEAD NO. 130 MAR.

MEMBERSHIP—FIFTEEN CENTS

Archie, as Pureheart The Powerful, appeared for the first time in the October issue of "Life With Archie", which went on sale August 1st. Almost immediately our editorial offices were overwhelmed, flooded and deluged with regular mail, air mail, special delivery, registered mail and post cards. The mail sacks piled up high each day and kept the post office busy knocking on our doors and delivering the mail.

Naturally, all of the editors, assistant editors, artists, script writers and all and sundry who had participated in creating, contributing to and developing Pureheart The Powerful were delighted, gratified and satisfied with the unsolicited, spontaneous and instant response to a new, different and unusual characterization of Archie and his friends.

Now, to all you club members who have been loyal readers, fans and critics of the Archie Series of comics magazines we make this request. Write and tell us what YOUR reaction is to the introduction of Archie as Pureheart The Powerful. This character will appear in the following magazines:

"LIFE WITH ARCHIE" # 42, October — On sale August 1st.

"PEP" # 187, November — On sale September 1st.

"LIFE WITH ARCHIE" # 44, December — On sale September 10th.

"LIFE WITH ARCHIE" # 46, February — On sale December 10th.

Cash prizes will be awarded for the best written letters —favorable or adverse. . . . Thank you.

FIRST PRIZE — \$5.00

REPORTER
NANCY LEVINSOHN
21 Lunada Court
San Rafael, Calif. 94901

Dear Archie,

My grandparents just got back from Australia and brought back a Kiwi (kee-wee). The kiwi of New Zealand is not much of a bird, he has no tail or wings. His legs are remarkably sturdy and can kick with them as vigorously as his cousin, the giant ostrich. One seldom sees the kiwi because he hides in holes in the ground in the daytime. At dusk, he comes forth from his hole crying Kiwi-Kiwi! Until the break of day, he hunts for earthworms, which are his favorite food.



The kiwi is a plucky animal and when disturbed, growls like a dog, and if you don't take his hint, watch out. That vicious bird snaps his beak and kicks out at you until you are forced to retreat.

The female kiwi is every bit as singular as her mate. After she has made the nest like every other bird of her order, she leaves the hatching to father kiwi's tender care.

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Archie Club

THIS IS TO CERTIFY THAT



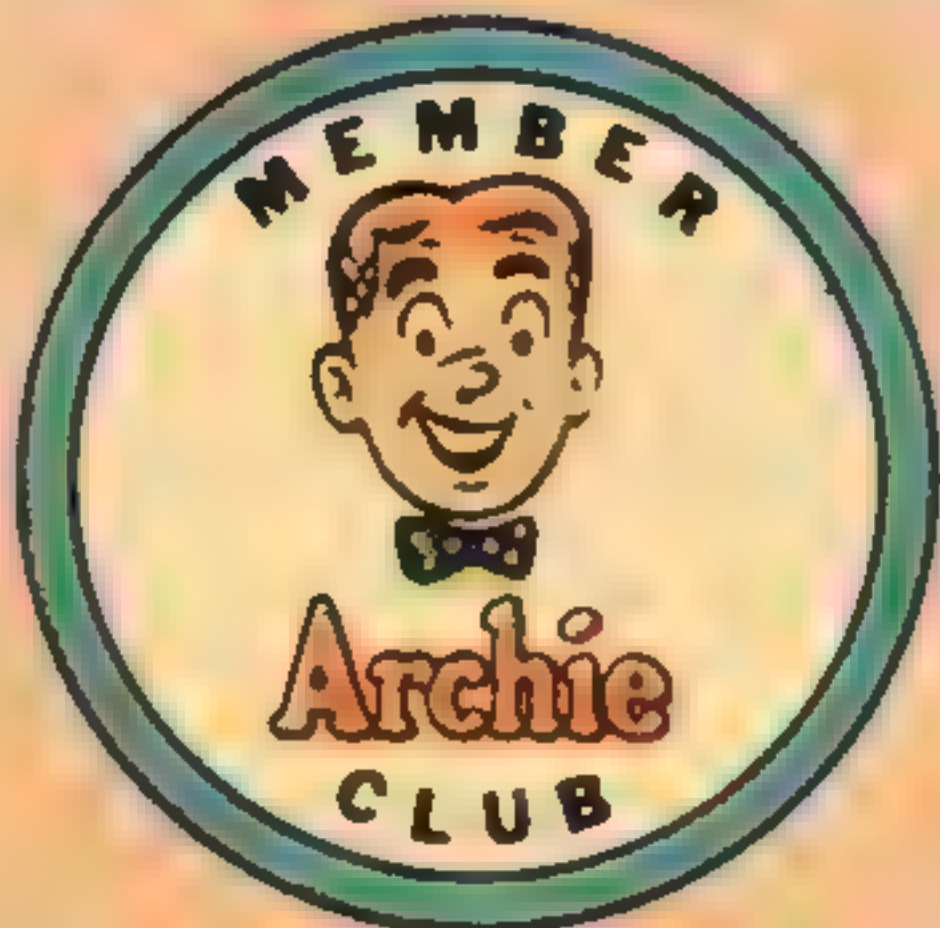
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMIC MAGAZINES

Archie Andrews

PRESIDENT

P
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not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.



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ARCHIE CLUB:

241 Church Street, New York, N.Y. 10013

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(PLEASE PRINT PLAINLY)

ADDRESS _____

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100 Dolls made of genuine Styrene plastic and hard synthetic rubber only \$1.00 for entire set. You get BABY DOLLS, NURSE DOLLS, DANCING DOLLS, FOREIGN DOLLS, CLOWN DOLLS, COWBOY DOLLS, BRIDE DOLLS, and many more in Lilliputian cuteness. And made not of paper or rags but of STYRENE plastic and hard synthetic rubber. If you don't go wild over them your money will be promptly refunded. Send \$1.00 plus 25c for postage and handling for each set of 100 Dolls you order to: 100 Doll Co., Dept. 391, 285 Market Street P.O. Box 90, Newark, N.J.

MAIL COUPON TODAY!

THE 100 DOLL CO., Dept. 391, 285 Market Street
P.O. Box 90, Newark, New Jersey

Gentlemen:

I can't wait to see if these dolls are all you say they are. Enclosed please find \$_____ in check ☐, money order ☐, cash ☐, for _____ sets of 100 DOLLS each at \$1 plus 25c for postage and handling per set. If I am disappointed in the slightest, I will send them back to you for refund as per your guarantee. (Sincere, NO C.O.D.)

Name _____

Address _____

City _____

Zone _____ State _____

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285 Market Street Newark, New Jersey



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SLIMLINE COMPANY, Dept. 507

285 Market Street, Newark, New Jersey

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Send me the Slimline "X-Ray" Specs, or \$2 for De Luxe Model.

My money will be refunded in full if I am not 100% Satisfied.

Send me _____ sets.

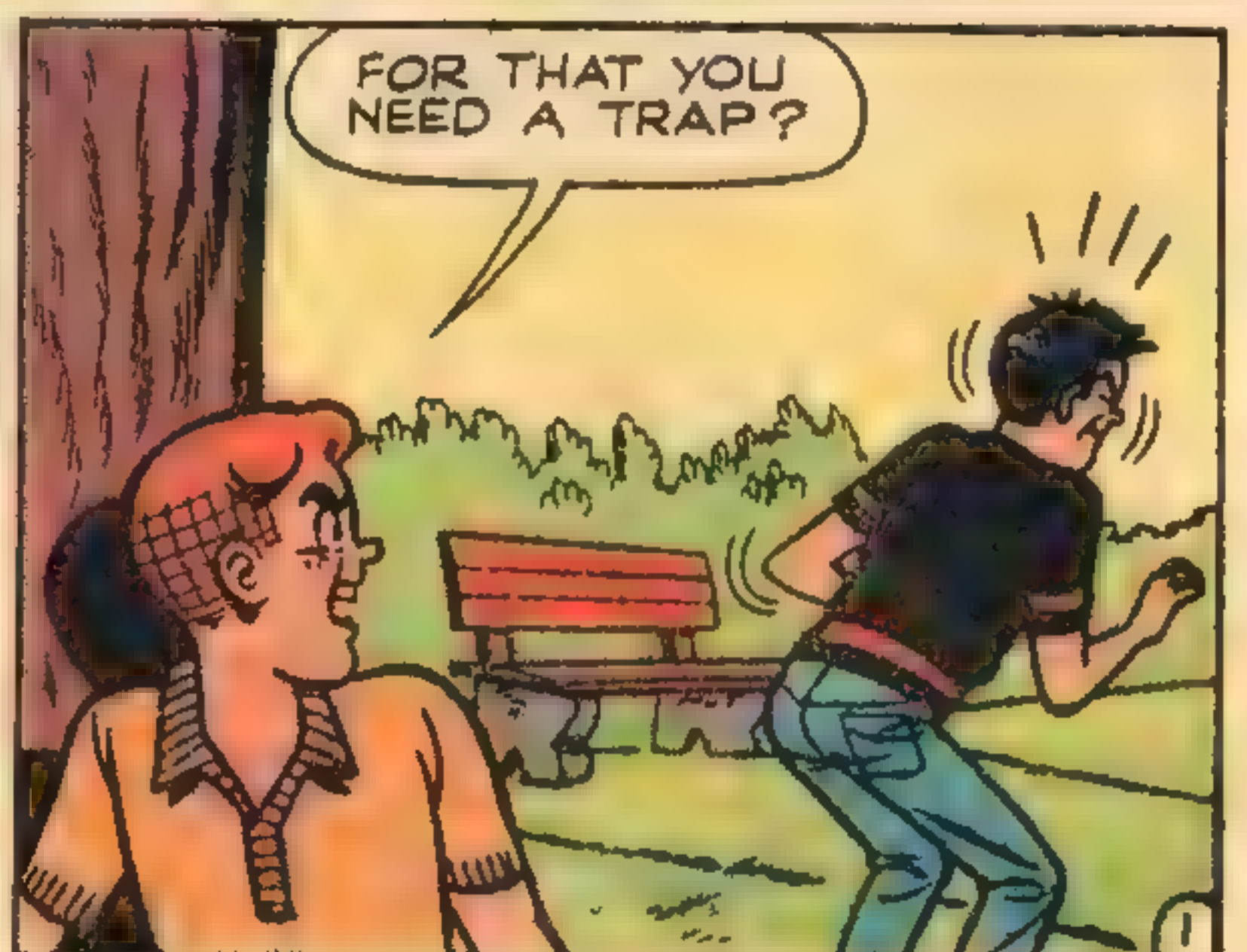
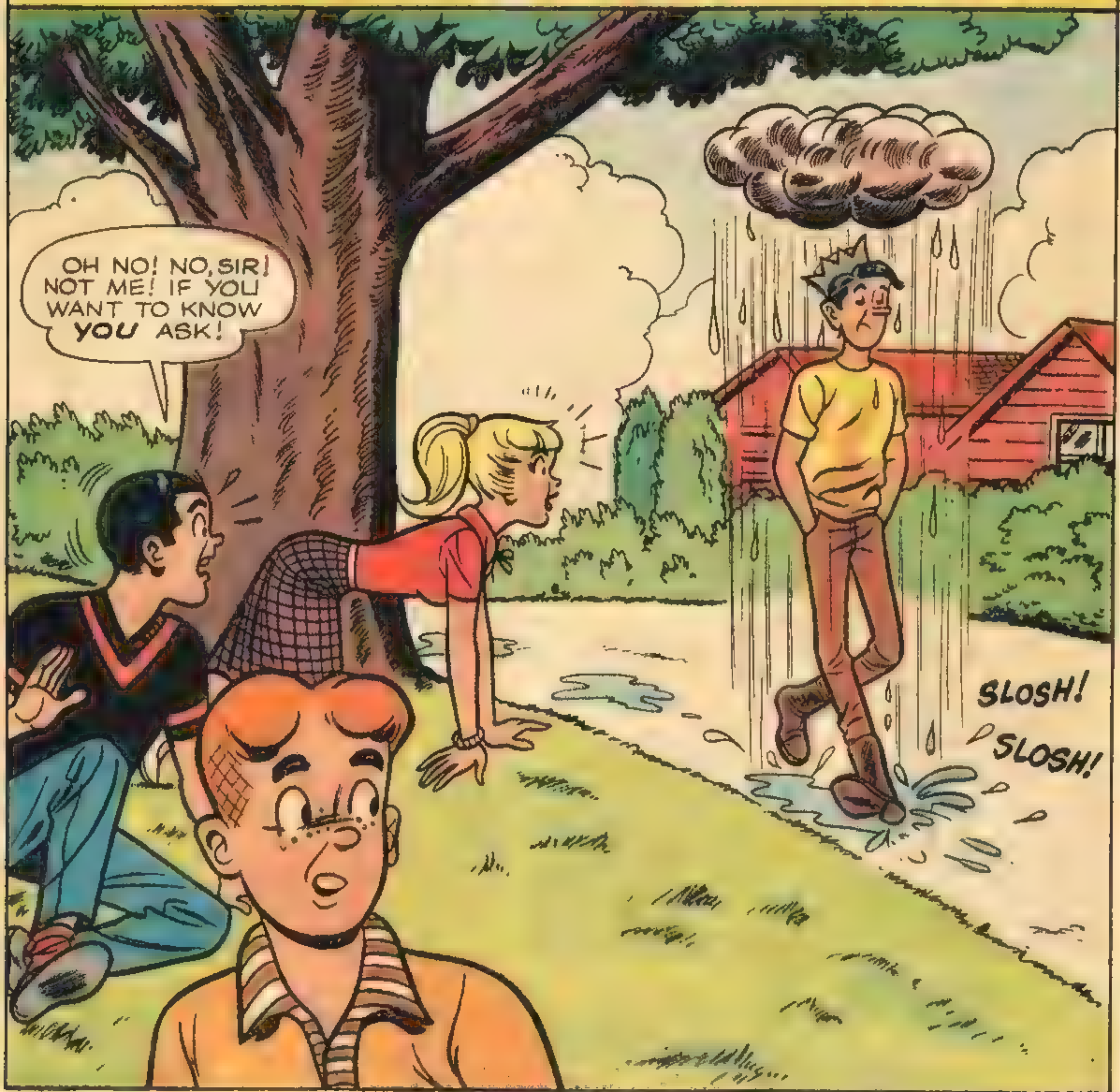
NAME _____

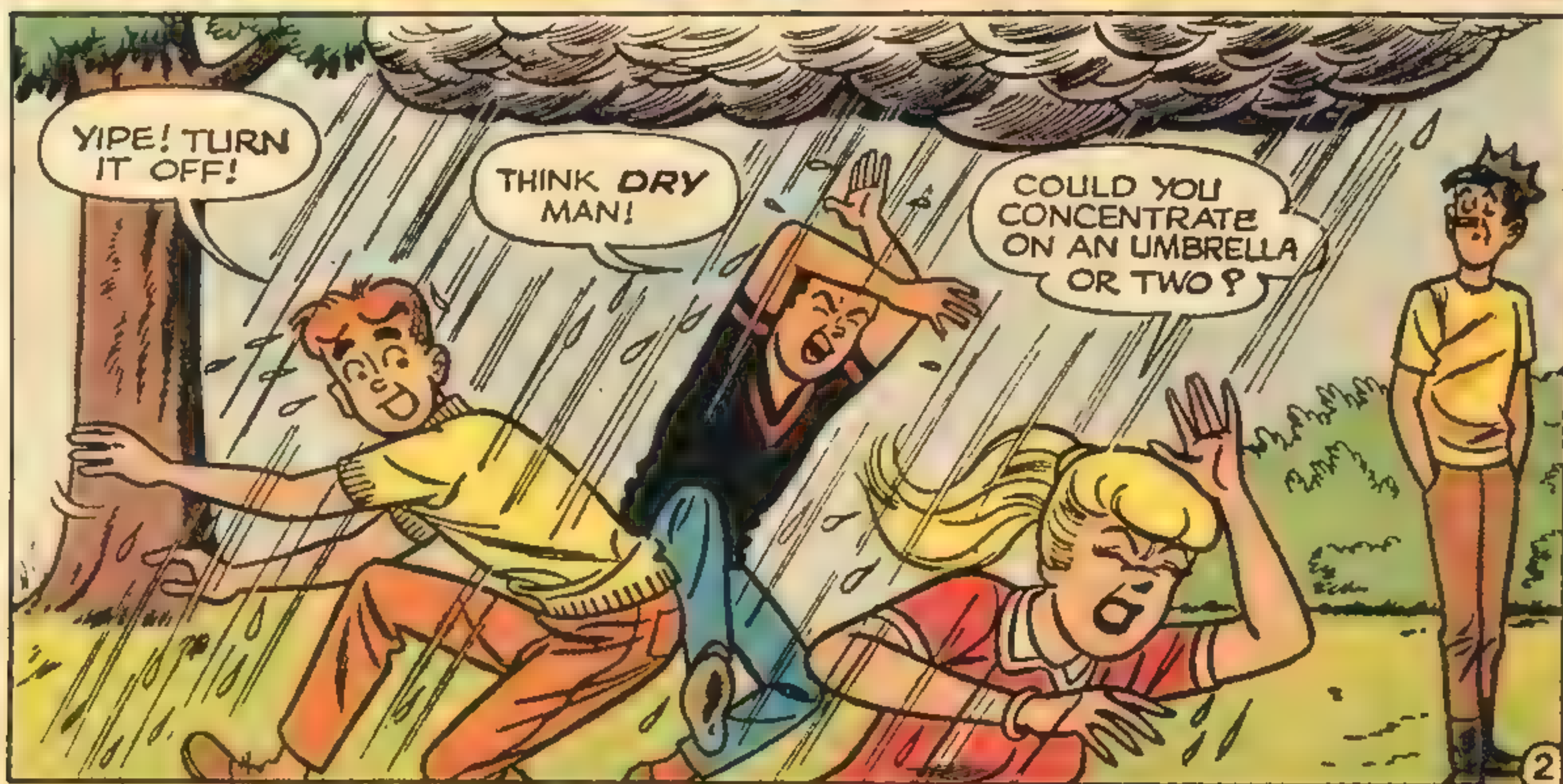
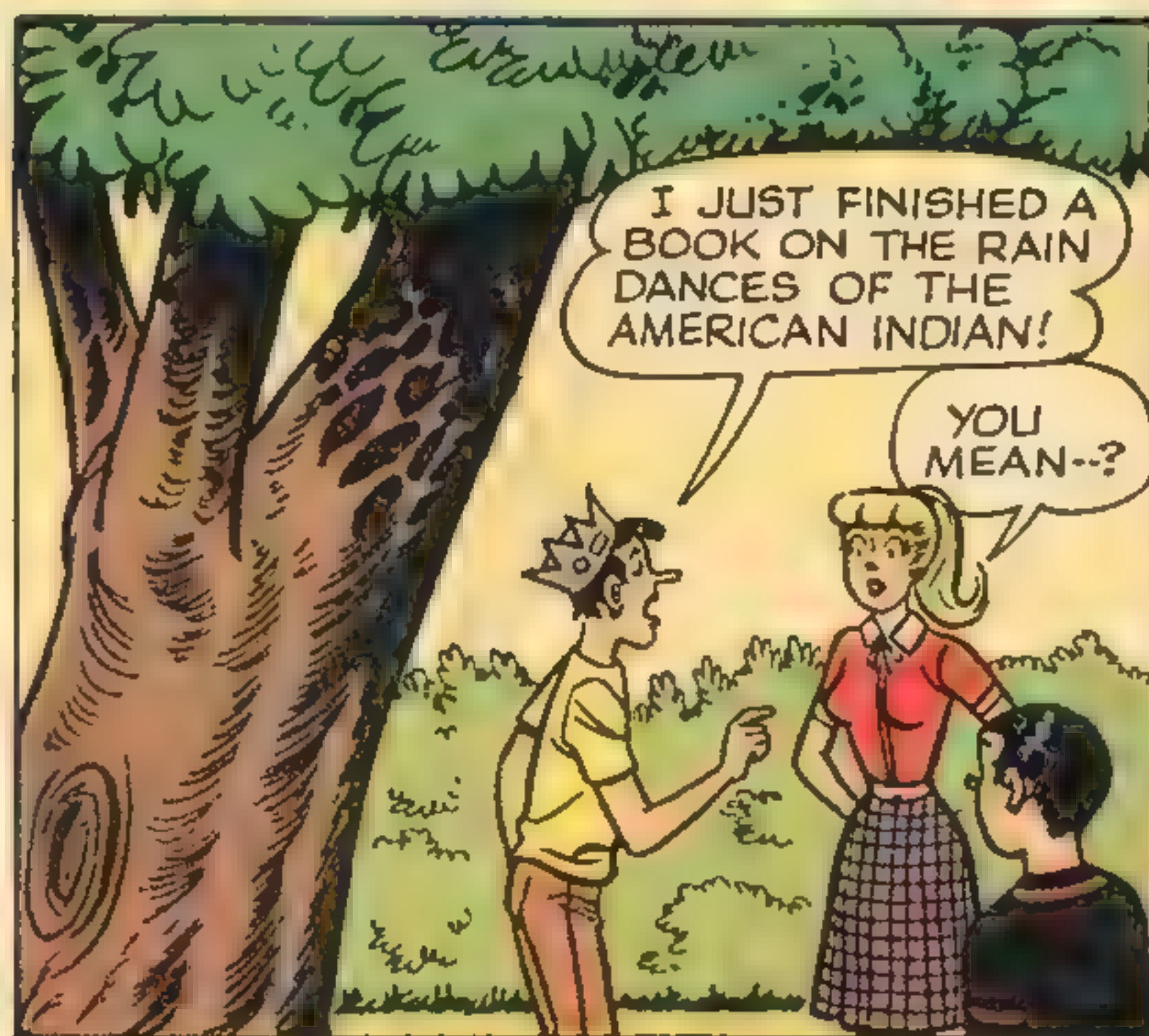
ADDRESS _____

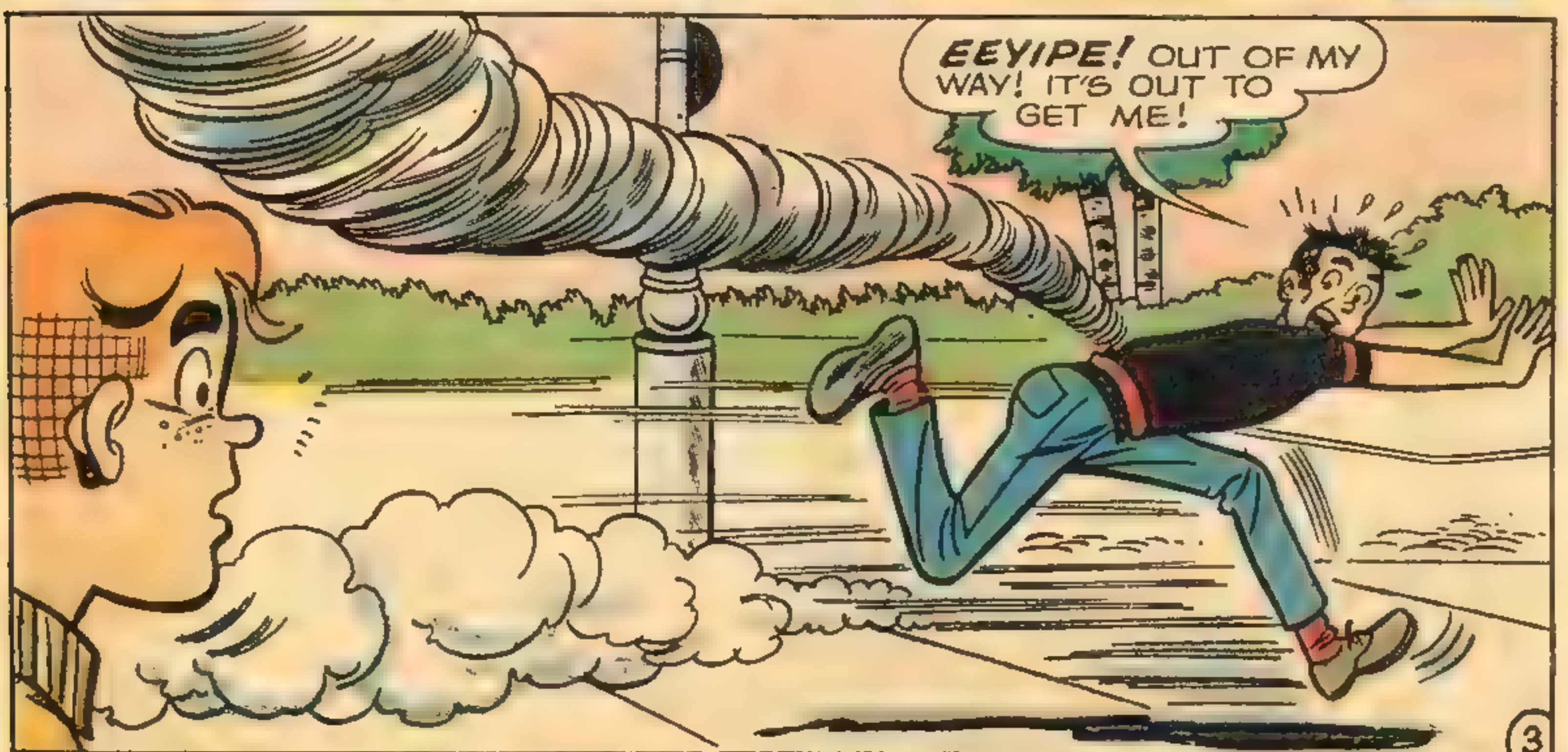
CITY & STATE _____

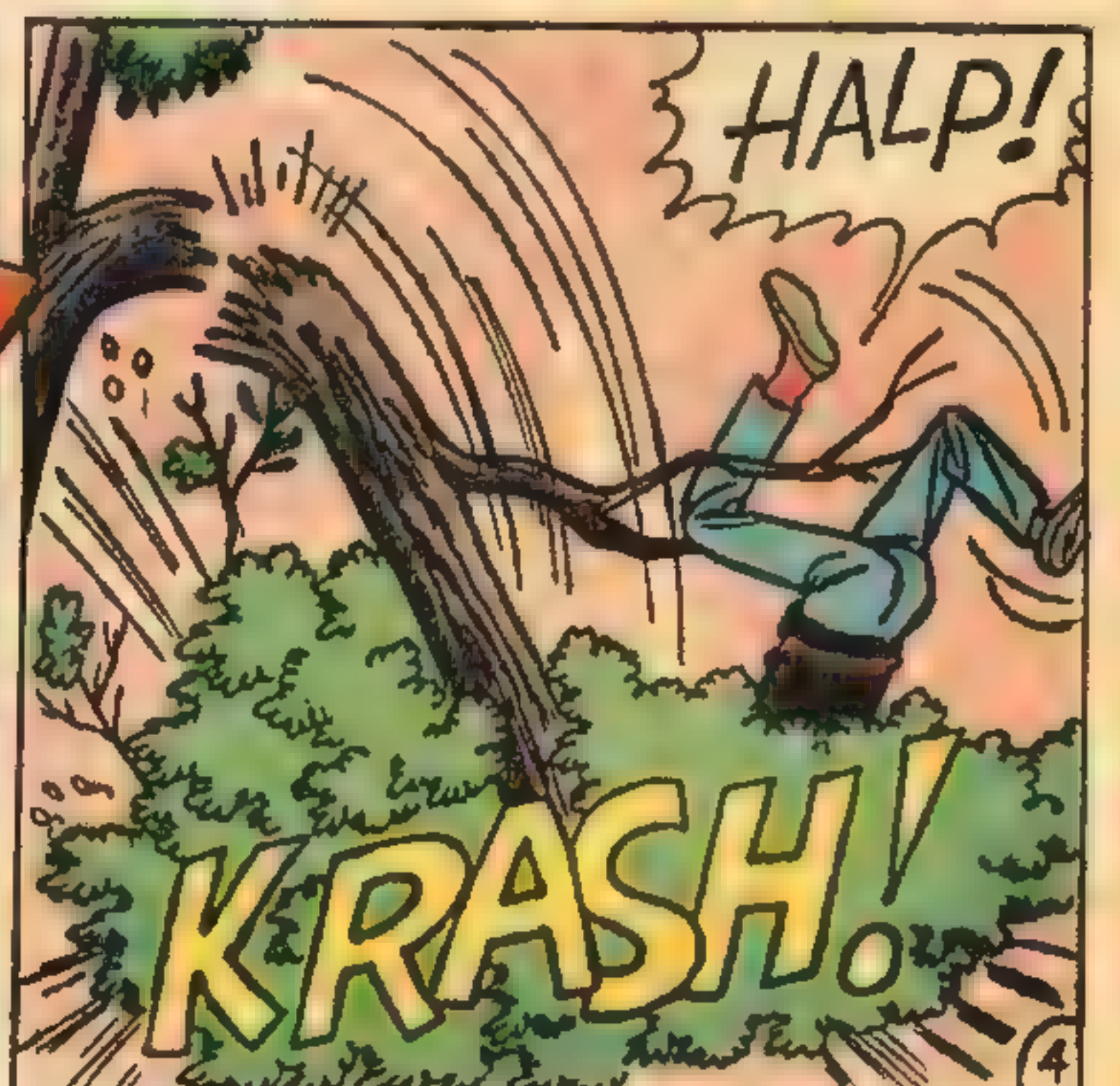
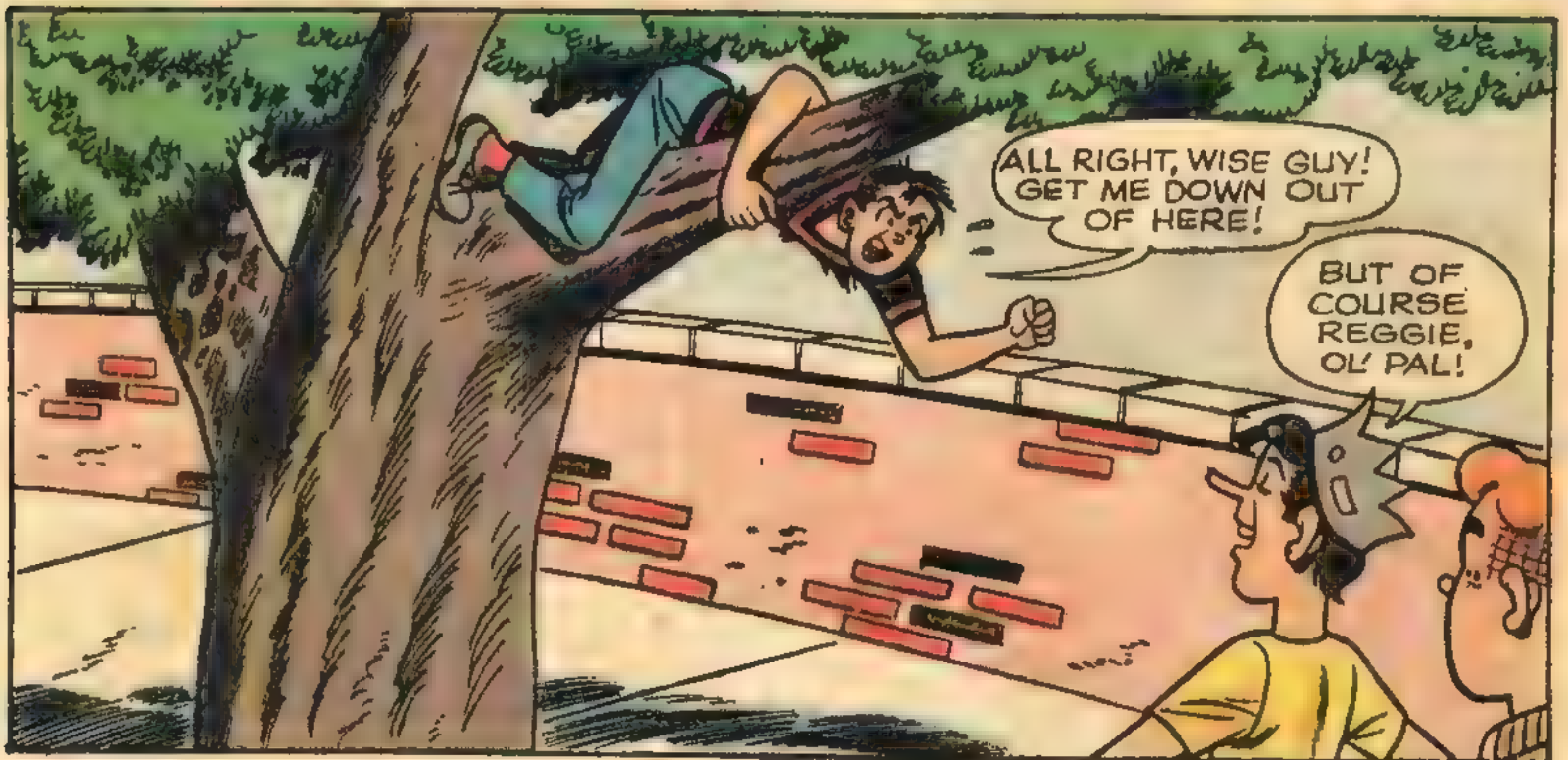
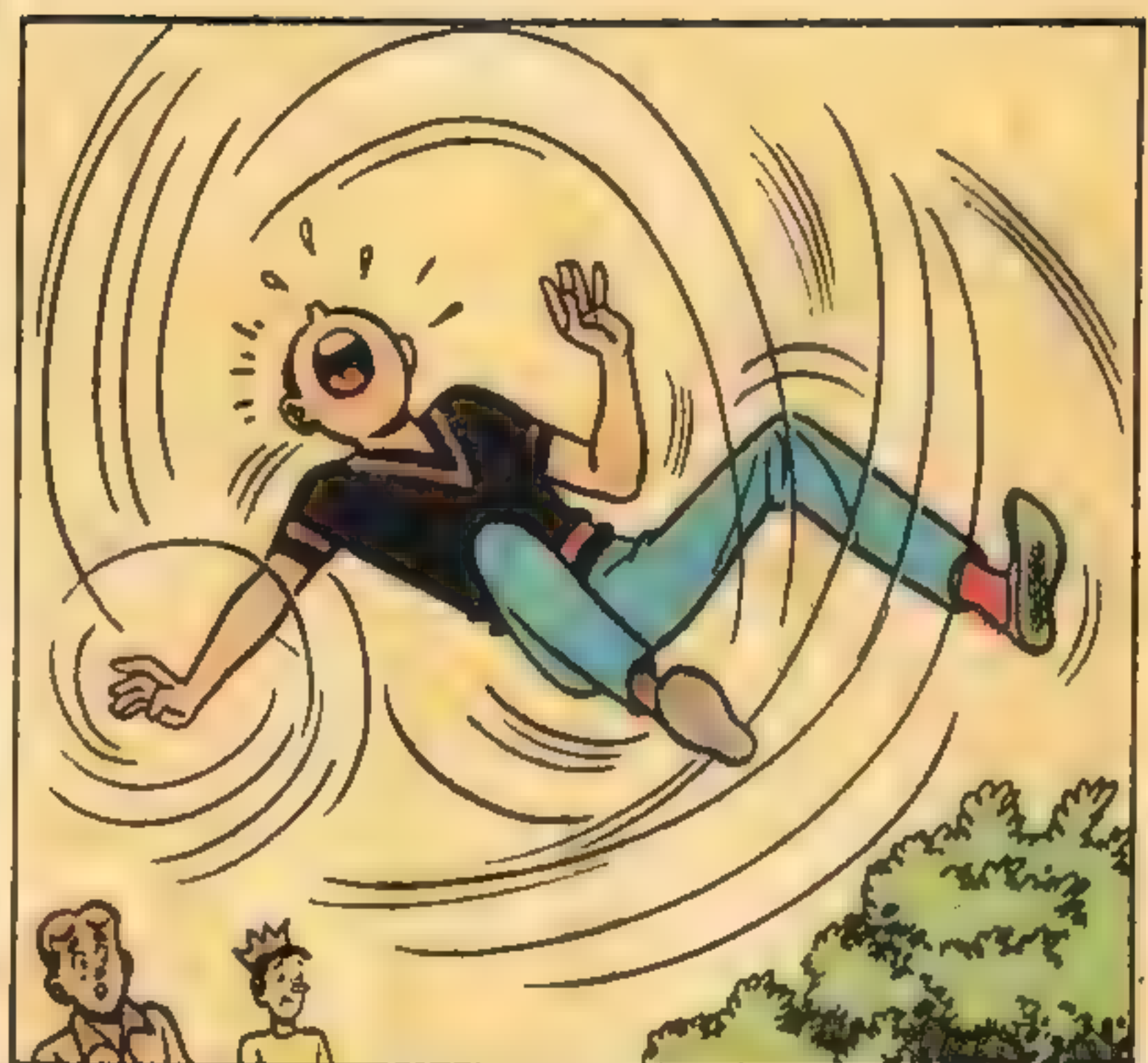
JUGHEAD

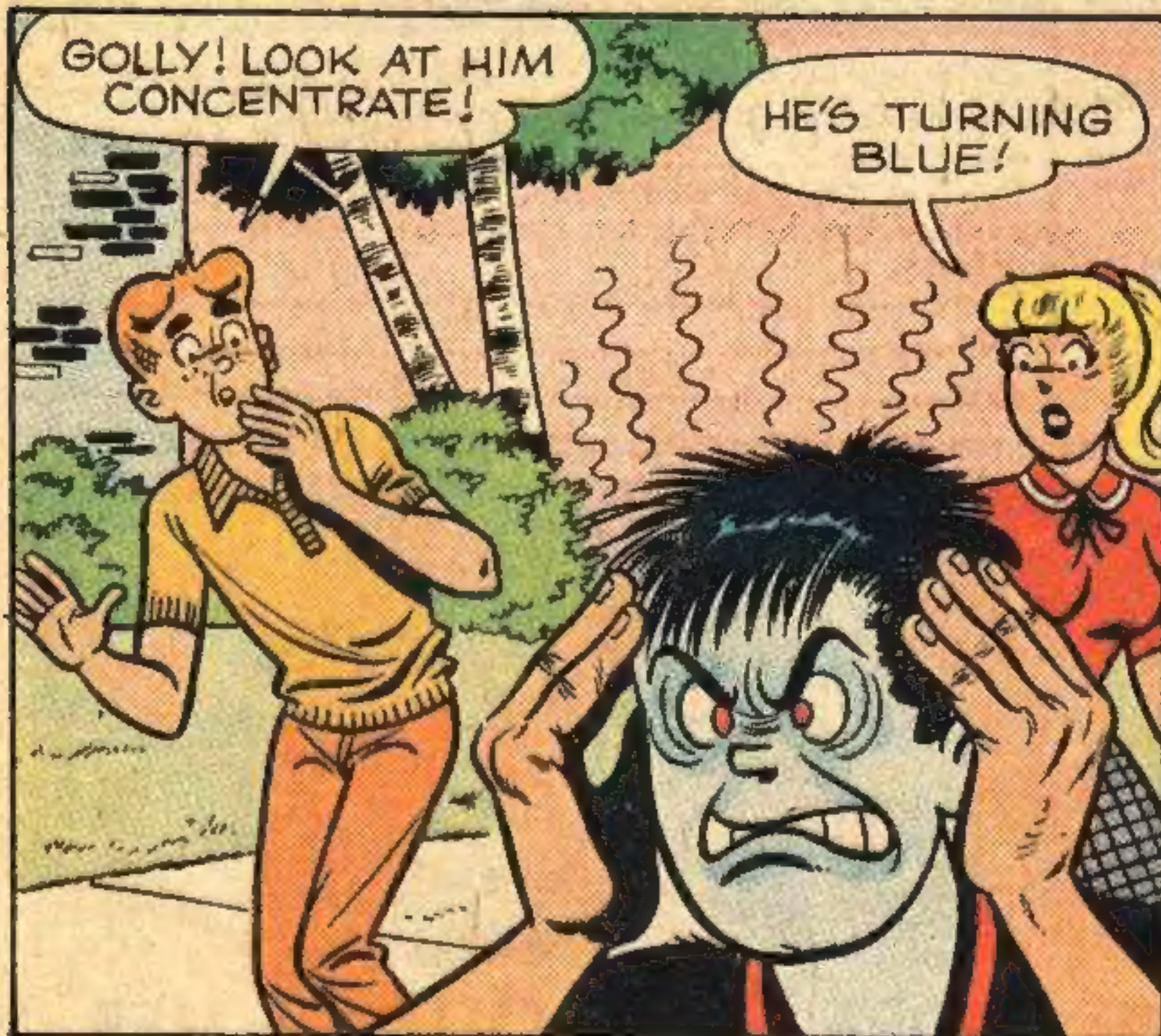
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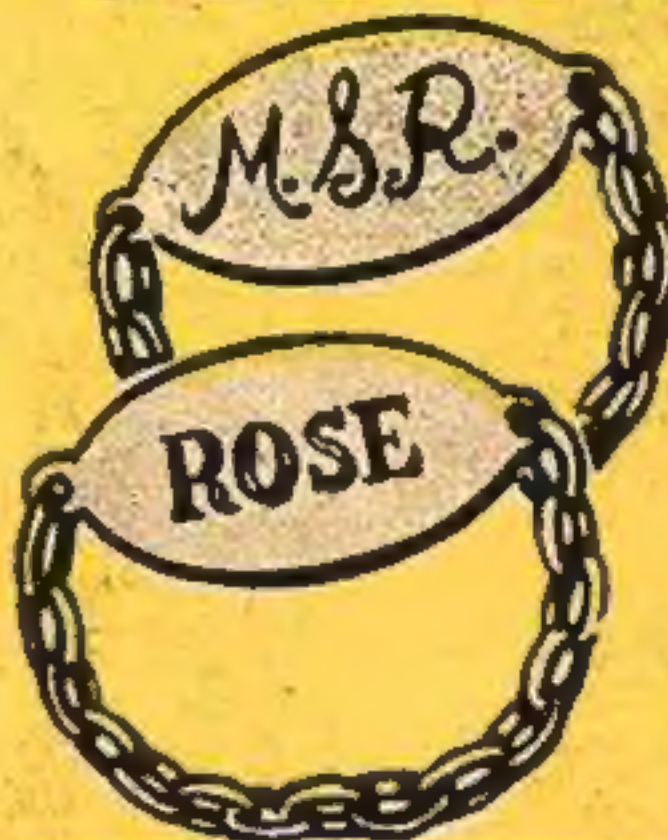
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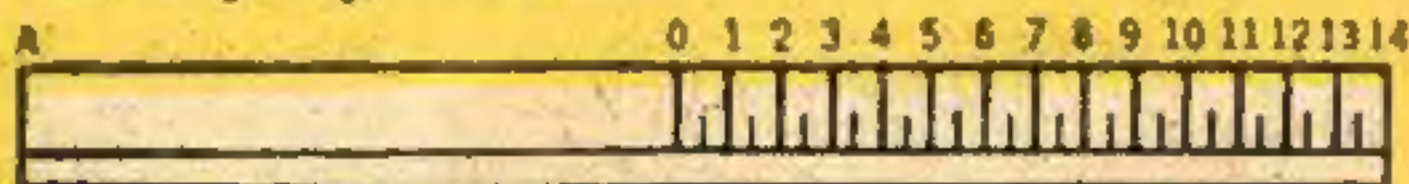
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Name or Initials

☐ silver
☐ gold

ring size

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City.....Zone.....State.....

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